



Department of Commerce

Jesus and Mary College

(NAAC Accredited 'A+')

University of Delhi

International Conference

On

**Evolving Business Strategies in a
Transforming Global Environment**

January 20-21, 2022

Conference Report



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Introduction

This report summarizes the experience of the international Conference on “**Evolving Business Strategies in a Transforming Global Environment**”, convened by the Department of Commerce, Jesus and Mary College, University of Delhi, held virtually through Zoom Platform during 20th to 21st January, 2022.

The conference brought together over 600 participants and around 50 speakers from more than 10 countries of Asia, Europe and North America including Japan, U.K. USA, Sweden, Vietnam, Thailand, Nepal, Ethiopia, Swaziland, Malawi, Indonesia, Pakistan, Sri Lanka and Iraq.

Day 1

Inaugural Session

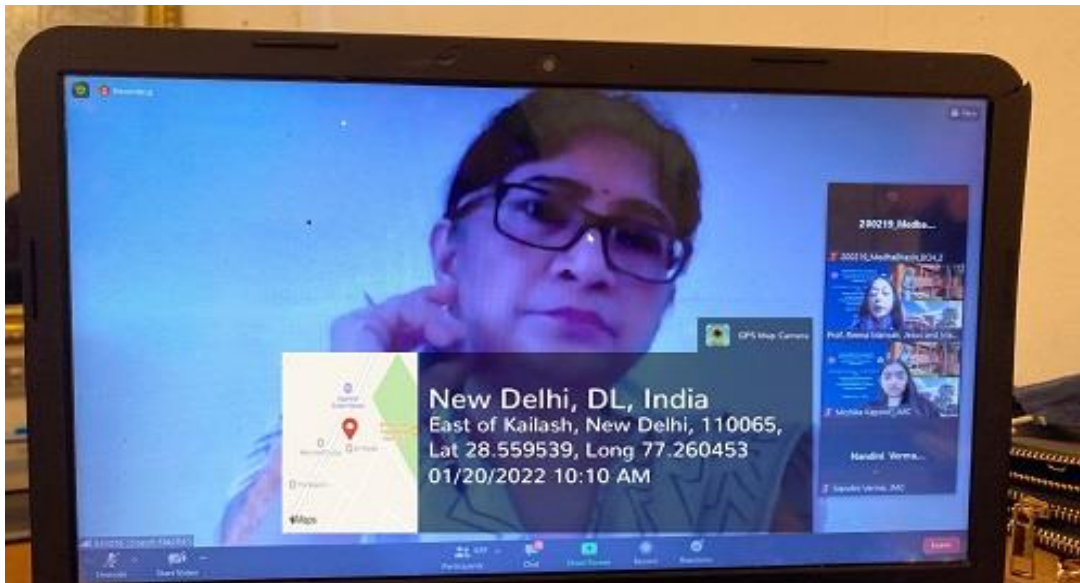
The chilly and misty morning of 20 January 2022 was a remarkable day for the students and teachers of the Department of Commerce, Jesus and Mary College, University of Delhi, as it organized the International Conference for the year 2022 with great zeal and enthusiasm. The theme for this year’s conference was “**Evolving Business Strategies in a Transforming Global Environment.**” It was a two-day conference, held virtually, which saw its commencement with the Inaugural Session. **Dr. Ajay Bhushan Pandey**, Ex-Finance Secretary, Government of India, Former Chief Executive Officer, UIDAI was the Chief Guest for the event. **Mr. Shingo Miyamoto**, Minister (Economic and Development), Embassy of Japan was the Guest of Honour.



The inaugural session commenced with the time honoured custom of lighting of the lamp amidst the Saraswati Vandana recital by Nandini Verma , a third year B.Com (Hons.) student. With the auspicious start, **Dr. Reena Marwah (Convenor)**, Professor, Department of Commerce, Jesus and Mary College, threw light on the theme of the conference. Prof. Marwah emphasized on the dynamic global business environment and how the pandemic had made a colossal impact on digitization. She explained the cruciality of corporate leadership and entrepreneurship towards effective strategy making and risk management in the business world.



Prof. Sandra Joseph, Principal, Jesus and Mary College, extended a warm welcome to the delegates from within the country as well as from other countries. She expressed her appreciation to the guests for giving their precious time and contribution to the conference. Prof. Sandra emphasised the intellectual and quality education provided by the esteemed institution of Jesus and Mary College and was highly appreciative of the college's inspiration from teachings of foundress, Saint Claudine Thevenet. She hoped that the International Conference served as an eye opener for the students towards the upliftment of ethical values, self-respect, non-discrimination and transparency.

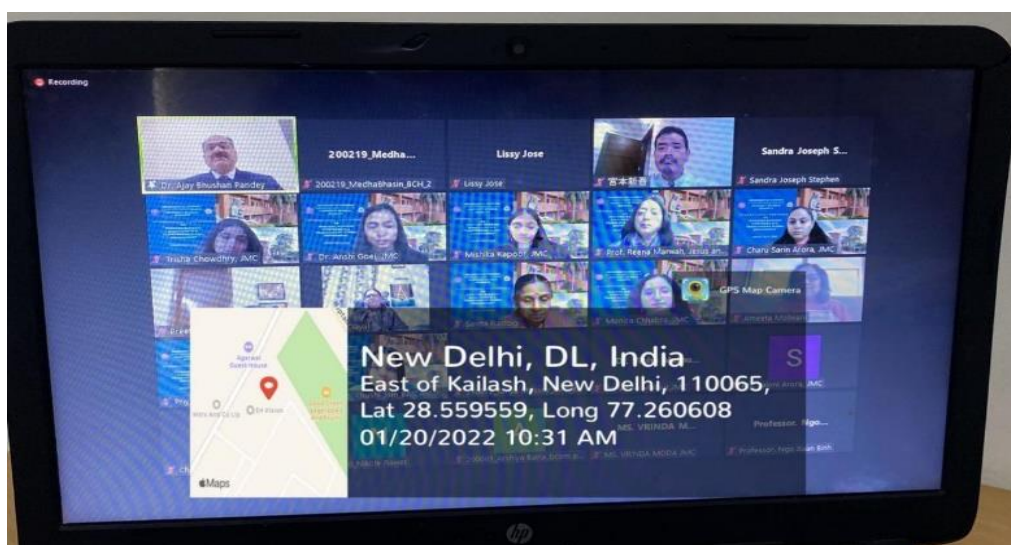


Dr. Ajay Bhushan Pandey, in his inaugural address highlighted how in these uncertain times, the world was at a critical juncture. He reminded us of our privileges amidst the pandemic. He enlightened the listeners about the importance of converting a calamity into an opportunity and explained how India had successfully transitioned into an empowering economy.

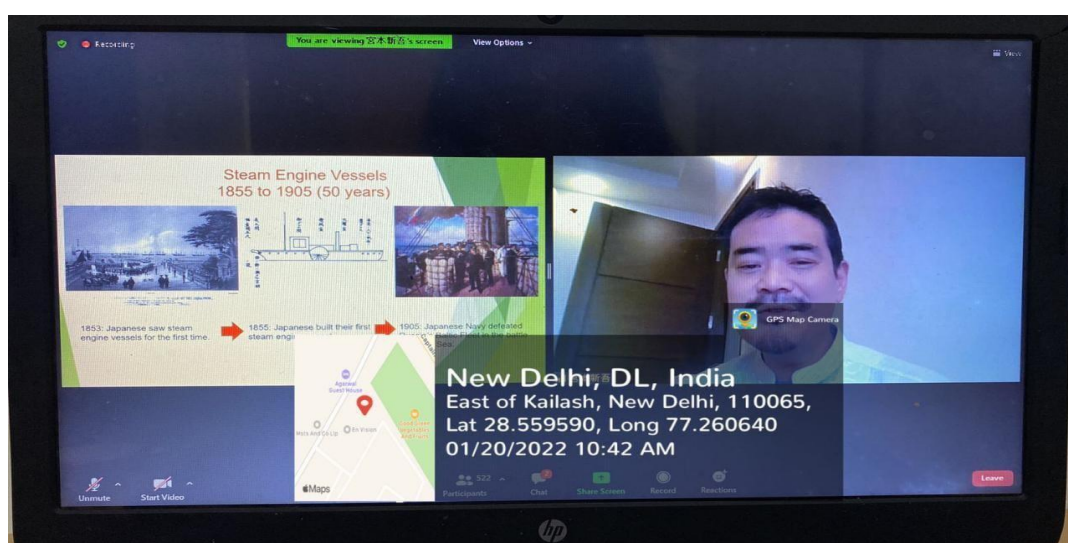


Dr Pandey, in his speech, emphasized on the Industrial Revolution that determined the country's fate decades ago and how a similar colossal change is taking place in the present times, in the form of "*Digital Revolution*". He appreciated the recent growth seen in the technological sector, which has given birth to various digital assets. He explained how our lives have been impacted by digitization, as he highlighted the increased use of digital payment platforms like UPI, Paytm, GPay etc., and extensive utility of e-commerce websites in our daily lives.

In the end, he encouraged everyone to never stop learning and wished for the successful completion of the conference.



Mr. Shingo Miyamoto, in his Special Address, threw light on Japan's impeccability towards any project and how this quality made them achieve miraculous milestones. He further elucidated the country's performance in the automobile sector by taking the prime example of the decade old partnership of Maruti Suzuki. Mr. Miyamoto was appreciative of the massive growth shown by Japan post the Second World War in a span of less than fifty years and explained how it eventually became one of the most technologically advanced countries in the world. He emphasized on the development of the India-Japan partnership over seventy years, by drawing similarities between the cultures of the two countries. Enumerating the example of the Bullet Train Project, he stressed on the importance of creating mutually- benefiting collaborations between India and Japan and hoped to see its fruition in the future.

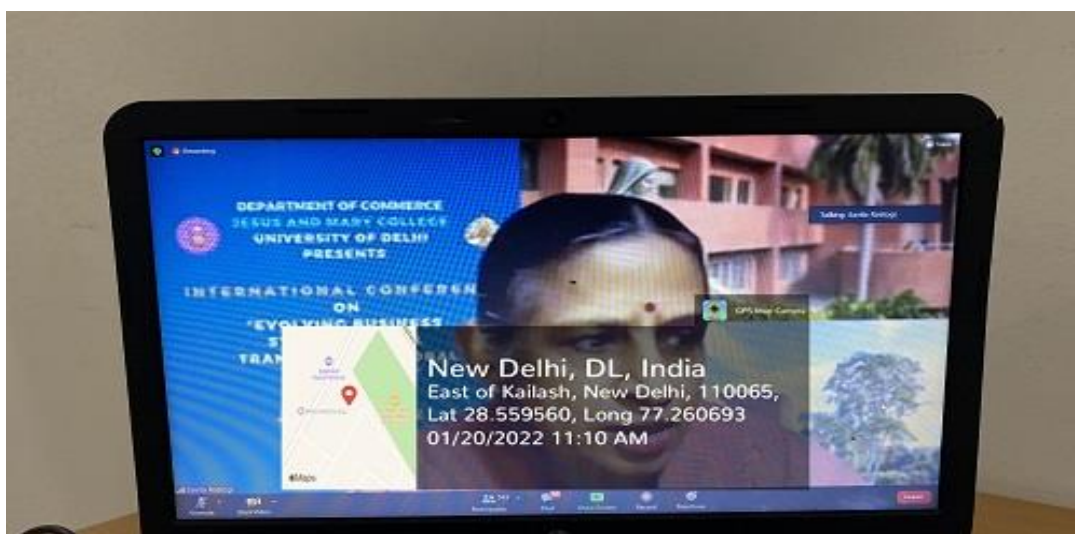


This was followed by a special event, as with great pride, the Abstract Book was released (virtually) by the college. It was prepared under the able guidance of **Dr. Vibha Mathur**,

Associate Professor, Department of Commerce, Jesus and Mary College, along with Ms. Monica Chhabra, Ms. Charu Sarin Arora, Ms. Saloni Arora , Dr. Ruhi Ghai , Dr Anshi Goel and the student team. Dr. Mathur expressed her gratitude to Prof. Sandra Joseph, Principal for being the pillar of support for the department.



Dr. Savita Rastogi, (HoD), Associate Professor, Department of Commerce, Jesus and Mary College, then proposed the Vote of thanks, wherein she expressed her heartfelt gratitude to all the guests for their enlightening contribution and time. She congratulated the department for organizing such an enriching conference and appreciated the dedication and sincere efforts put forward by the team of teachers and students, who had worked tirelessly and in a cooperative manner for months. Overall, the session was an empowering start to the two-day conference and it certainly ignited the fire of learning amongst the listeners.

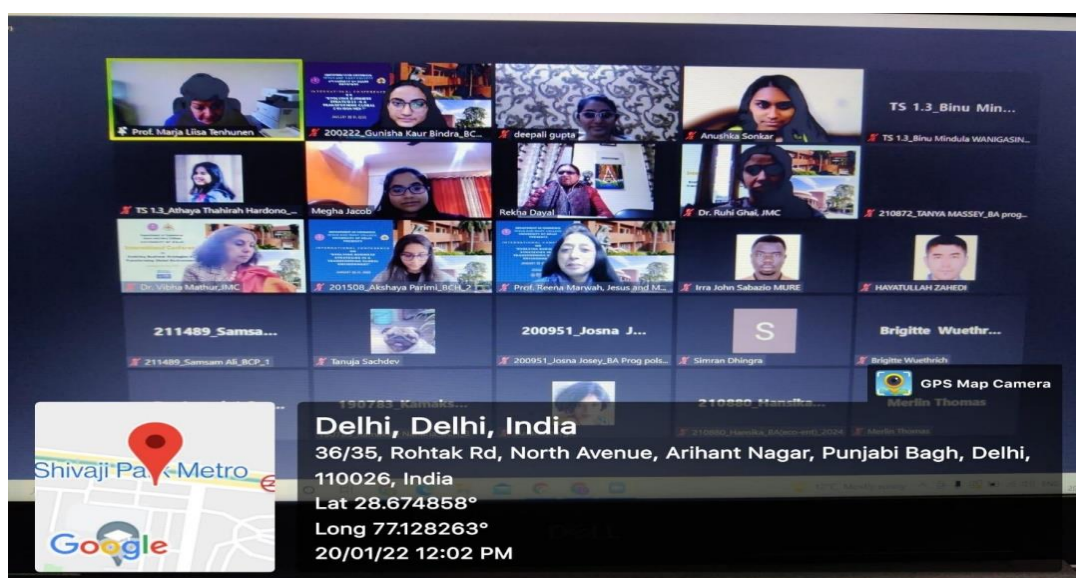


Technical Session – 1

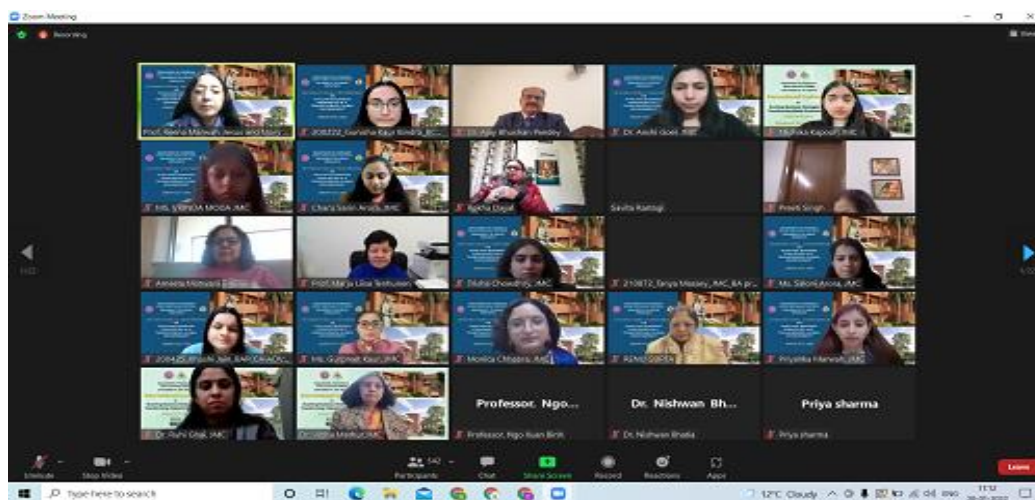
Global economy: Integration vs Disintegration

The first Technical session commenced with the moderator - **Dr. Ruhi Ghai**, Assistant Professor, Jesus and Mary College, extending her gracious greetings to everyone. She used this opportunity to introduce the session chair: **Prof. Marja-Liisa Tenhunen**, Rector, Dimitrie Cantemir Christian University, Romania and Co-Chair **Dr. Rekha Dayal**, Associate (Retd), Jesus and May College. After the introduction, Prof. Tenhunen commenced the session and shared her views on how business strategies are created.

She welcomed the First paper presenter, Ms. Bandara V.P.K.P.M, SANASA Campus, to present her paper- **An Evaluation of Environment Sustainable Strategies in CBL Exports (Pvt.) Ltd., Sri Lanka**. Her research highlighted a positive relationship between the dependent variables and the environmentally sustainable strategies being effective in CBL Export Ltd- a leading biscuit manufacturing and exporting company in Sri Lanka. Her paper also suggested ways in which companies can be environmentally sustainable by installing low-flow toilets, using the space bottle strategy, etc.

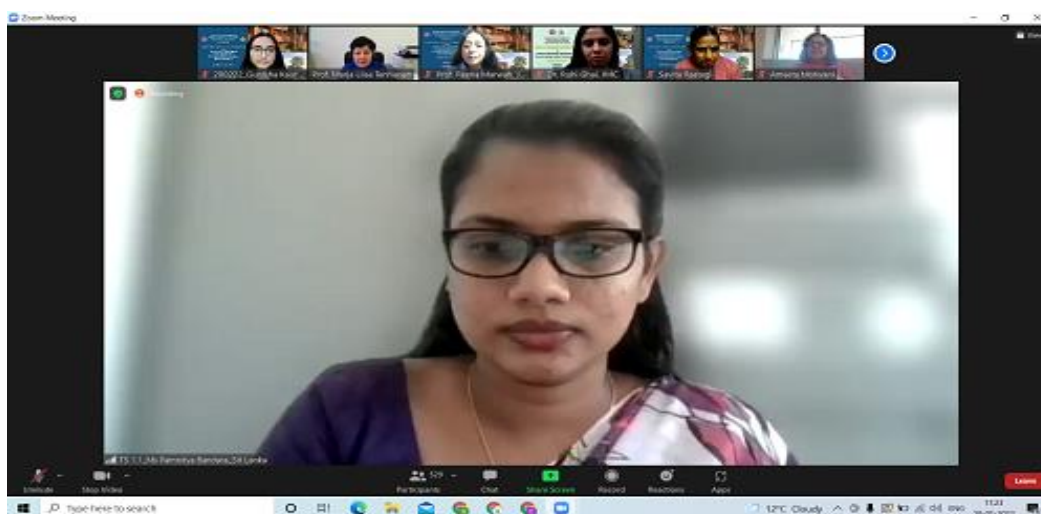


Next, the session chair invited Mr. Irra John Sabazio, MURE, Mr. Hyatullah Zahedi, Graduate students, Ritsumeikan Asia Pacific University to present their paper on the topic- **“The genesis of China’s real estate crisis and its potential to trigger a global financial crisis”**. Their research highlighted the origins of the real estate crisis in China and in the world and a review of their previous crisis; similarities and differences between those cases and the case of China. They showed how the volatility in price change has led to a real estate crisis. They concluded their paper by suggesting and explaining the ‘three red line policy’ of the Liability-to-asset ratio being less than 70%, Net gearing ratio of less than 100%, and Cash-to-short-term debt ratio of more than 1x.

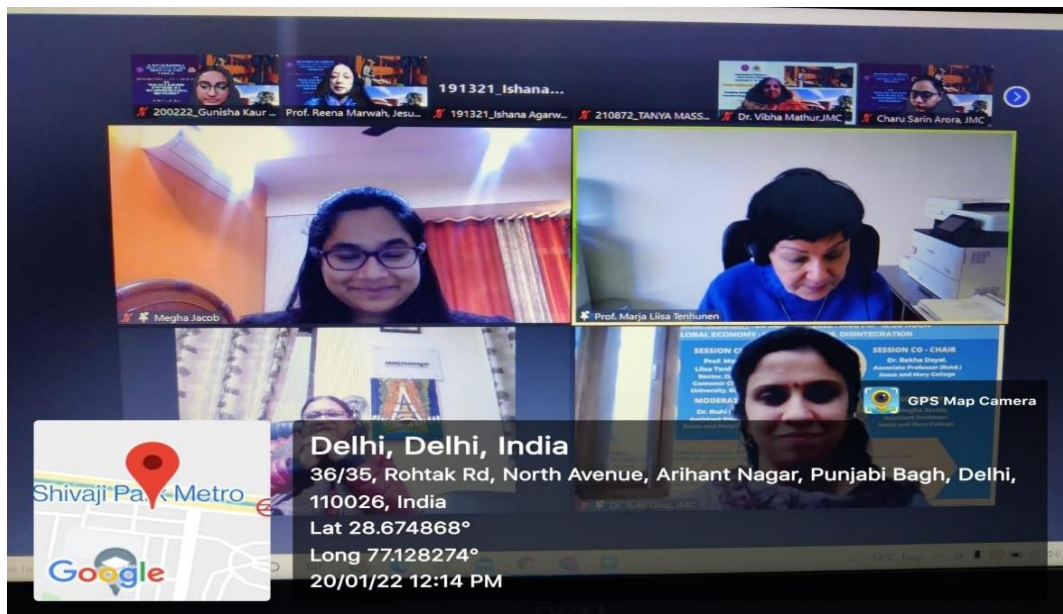


The third paper was presented by Ms. Athaya Thahirah Hardono, Ms.Binu Mindula, Mr.Mahmud Nahin Intiaz, and Ms.Haseen Hasnain, Students, Ritsumeikan Asia Pacific University. Their paper was titled **“China's Economic Slowdown: Implications for the Global Economy”**. They briefly explained the history of China's economic reforms, Real Estate issues, and the fall in GDP. They concluded the paper by expressing the real estate sectors that have caused the overall production levels of China to slow down, recording the country’s lowest pace of economic growth during the third quarter of 2021.

The last paper of the session was presented by Dr. Amanjot Sachdeva and Ms. Astha Kanjlia, Assistant Professors, Ms. Deepali Gupta, Student, Keshav Mahavidyalaya and Ms. Anushka Sonkar, Student, Shaheed Sukhdev College of Business Studies on the topic- **“A Study of Perception of Women in Leadership Roles: Challenges and Covid 19 Impact”**. Their research illuminated the barriers and their impact on the advancement of women in the workplace and the need to revolutionize the way people discern women in defined leadership roles. They listed down the challenges faced by women by using the sampling methods for both working and non-working women in their research. They concluded that a changed mindset and role understanding is needed to allow greater entry of women into the workforce and increased empathy from society is required to understand the problems.



After the presentations were concluded, The Discussant for the session- **Ms. Megha Jacob**, Assistant Professor, Jesus and Mary College congratulated the presenters for their well-written papers. Further, Prof. Marja invited the Session Co-Chair: **Dr. Rekha Dayal**, Associate Professor (Retd), Jesus and Mary College, to summarize the session. Dr. Dayal shared her feedback about the papers, and mentioned how she found the entire discussion very interesting.



The session ended with a Q&A round facilitated by the moderator where the paper presenters answered patiently the questions asked by the audience. **Dr. Ruhi Ghai** concluded the session by thanking the Session Chair, Co-Chair, Discussant, Paper Presenters, Student Coordinators, and the Rapporteurs.

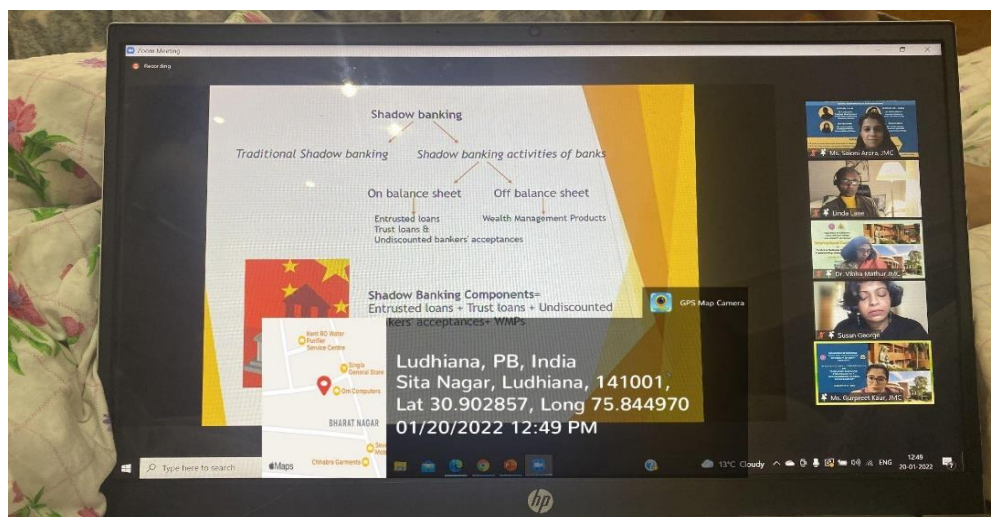
Technical Session - 2

COVID-19: Social Responsibility and Reporting

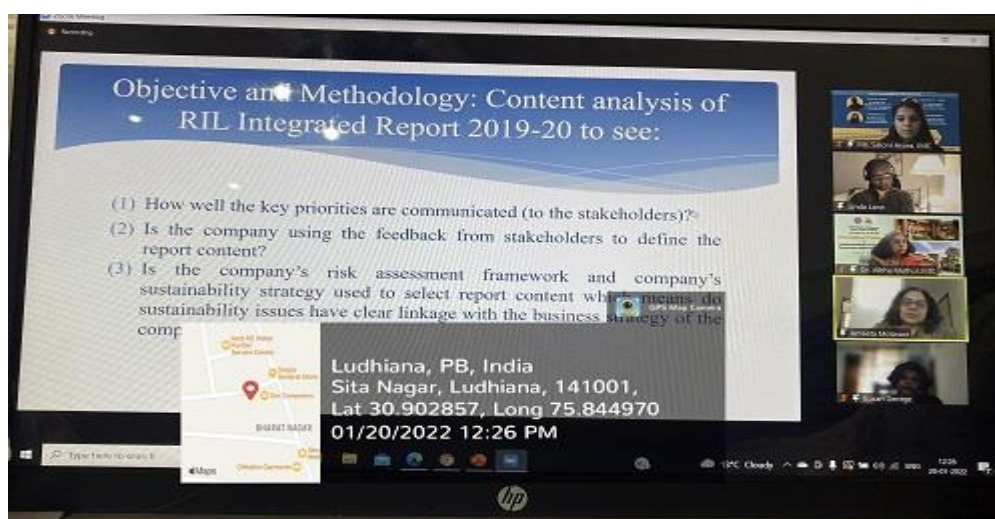
The Technical Session 2 commenced around 12 noon onwards and the agenda of the session was “**Social Responsibility and Reporting**”. The session was chaired by **Dr. Linda Lane**, Professor, Department of Social Work, Gothenburg University, Sweden and co-chaired by **Dr. Vibha Mathur**, Associate Professor, Jesus and Mary College. **Ms. Saloni Arora**, Assistant Professor, Jesus and Mary College effectively moderated the session and **Dr. Susan George**, Assistant Professor, Jesus and Mary College facilitated as a Discussant in the fruitful discussion.



The session commenced with Ms. Saloni Arora’s welcome of the Chair and Co-Chair of the session. Dr. Linda then introduced the agenda of the session and briefly expressed her views on the same. She welcomed Dr. Ameeta Motwani, Associate Professor, Department of Commerce, Jesus and Mary College to present her paper titled “**Strategies for Corporate Responsibility Reporting - A Case Study**”.

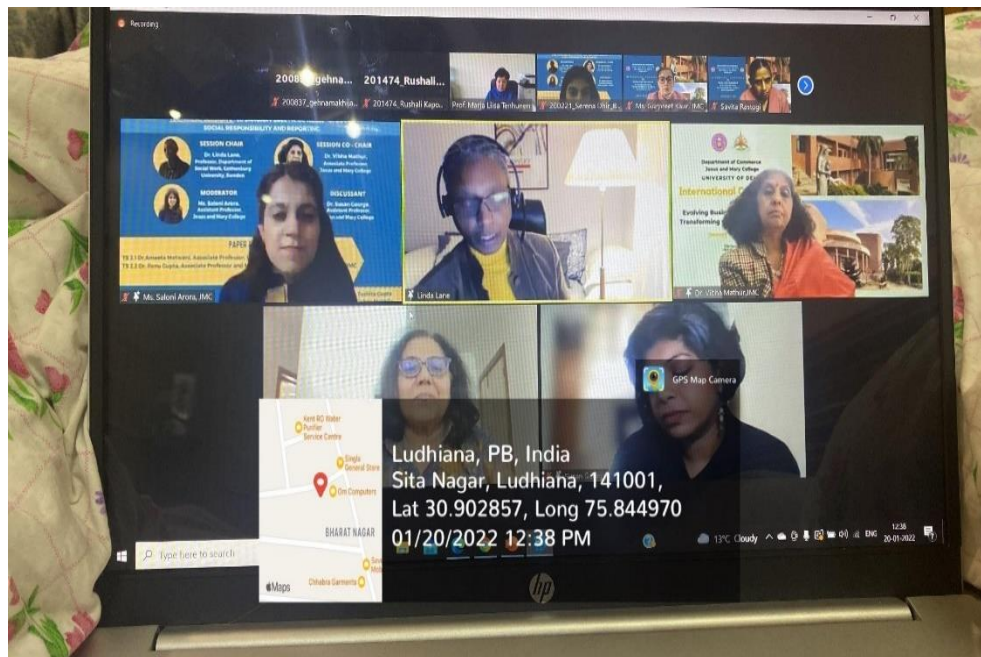


The research was undertaken with the case of Reliance Industries Limited (RIL), a Fortune 500 company and primarily focused on finding how well key priorities are communicated to the stakeholders, whether the company is using the feedback from stakeholders to define the report content and whether the company's risk assessment framework and company's sustainability strategy are used to select the report content. Through this research, it was concluded that the key priorities were communicated very well through the report, however, the company was scarcely using the feedback from stakeholders to define the report content. It was also concluded that the company's risk assessment framework and company's sustainability strategy was used to select report content. Dr. Linda Lane appreciated the research and provided her valuable observations and feedback on the same.



The Chair then invited **Dr. Renu Gupta**, Associate Professor, Department of Commerce, Jesus and Mary College and Ms. Gurpreet Kaur, Assistant Professor, Department of Commerce, Jesus and Mary College to present their paper titled **“Relationship between Shadow Banking & Real Estate Bubble in China”**. The objective of their study was to study the relationship

of Shadow Banking and FDI inflows in the Real Estate sector with Residential Housing Prices in China. Their research lead to the conclusion that shadow banking and that too particularly off-balance sheet activities aka reckless leverage had a major role in triggering the property prices in China and that the severity of shock to the wider financial system may be limited due to the stringent measures adopted by the government to stop the rise in property prices over the past few years.



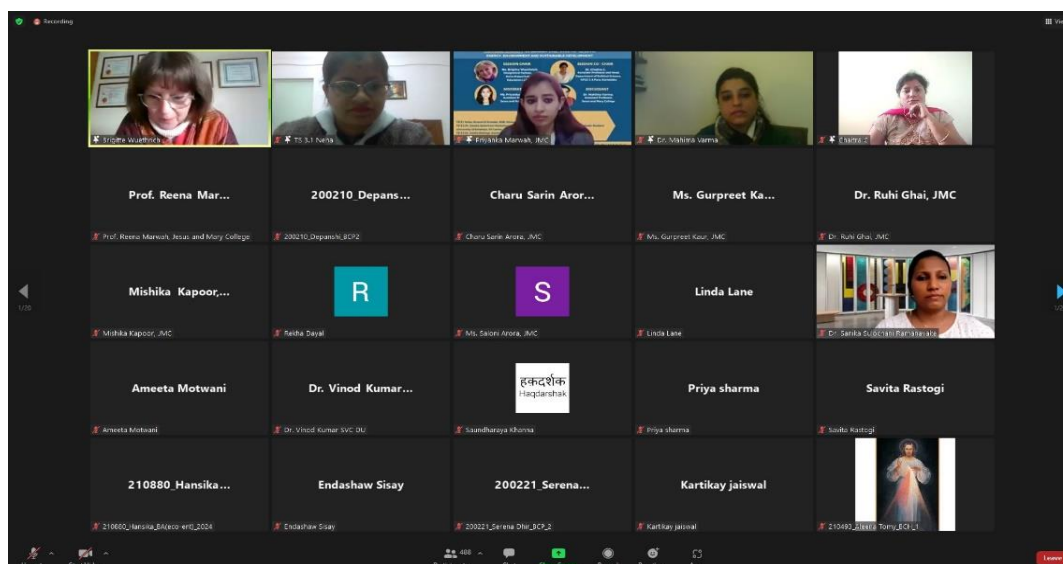
The presentations concluded with Dr. Linda Lane, Dr. Vibha Mathur and Ms. Susan George's remarks and key takeaways from the paper presentations. The participants actively asked questions from the presenters and received adequate explanations as the presenters answered all the questions. The session was an enriching experience as it helped to enhance the knowledge of the participants on the agenda.

Technical Session – 3

Energy, Environment and Sustainable Development

The third Technical Session of the International Conference was commenced by **Ms. Priyanka Marwah**, Assistant Professor, Jesus and Mary College, with a brief introduction of the session chair, **Ms. Brigitte Wuethrich**, Designated Partner, Swiss Kalpvriksh. **Dr. Chaitra C**, Assistant Professor and Head, Department of Political Science, GFGC C S Pura, Karnataka, and the Discussant, **Dr. Mahima Varma**, Assistant Professor, Jesus and Mary College, were introduced.

Session Chair, Ms. Brigitte Wuethrich, Sweden, offered her thoughts on the topic “**Energy, Environment and Sustainable Development**”.



Ms. Neha, Research Scholar, DSE, University of Delhi, kickstarted the paper presentations with her presentation on “**The Impact of the Institutional and Environmental Factors on the Sustainable FDI: Evidence from in ASEAN Economies**”. The objective of the study was to investigate the environmental, social, governance, and economic aspects of sustainable FDI in ASEAN countries over the period from 2000 to 2019. She began by emphasizing the significance of FDI and then went on to focus on sustainable FDI. According to the study, carbon emissions have a positive and significant impact on sustainable FDI, demonstrating that foreign investors are more interested in countries with lax environmental policies, countries should evaluate the net benefits of FDI inflows before approving FDI inflows, with a focus on renewable energy.

The screenshot shows a Zoom meeting window. The main slide is titled "Research Methodology" and lists the following points:

- Sample period- 2000-2019
- Sample description- 10 countries
- To check the problem of Multicollinearity, we have used correlation.
- To check the problem of autocorrelation, Wooldridge test of autocorrelation was used.
- To check the problem of heteroscedasticity, LR test was used in the STATA 13.
- Paper applies panel data regression model.

On the right side of the screen, there is a vertical stack of participant video feeds. The bottom feed shows a participant labeled "TS 3.1 Nisha". The Zoom toolbar at the bottom includes icons for Unmute, Start Video, Participants, Chat, Share Screen, Record, Reactions, and Apps.

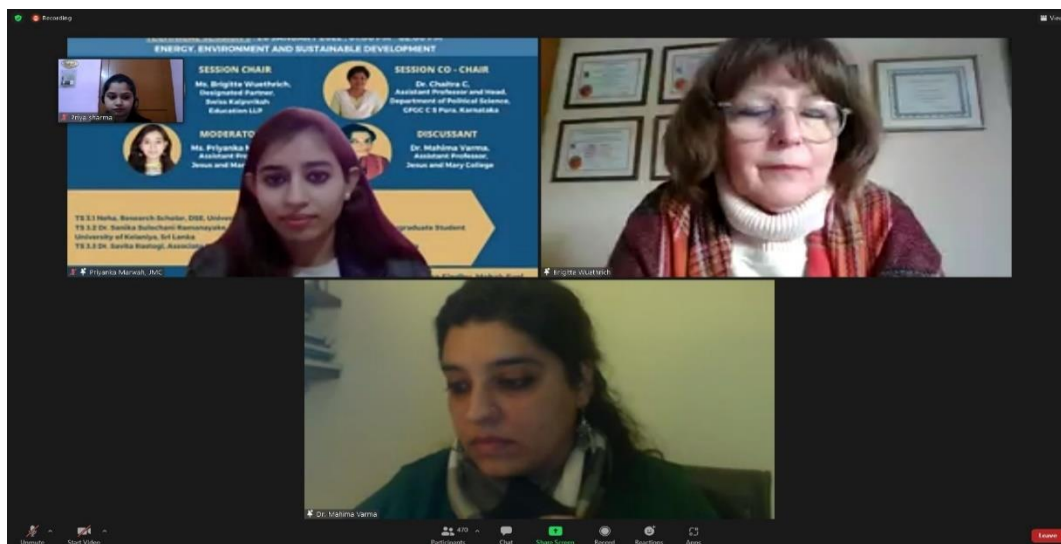
Dr. Sanika Sulochani Ramanayake, Senior Lecturer and Ms. Imalka Herath, Undergraduate Student University of Kelaniya discussed **“The Impact of SMEs on Urban Poverty & Growth in Sri Lanka”**. Ms. Imalka Herath, commenced her paper presentation by emphasizing the importance of SMEs to the Sri Lankan economy. Dr. Ramanayake highlighted the paper's core findings, which showed that small and medium-sized businesses contribute significantly to alleviating urban poverty. Furthermore, they noted that how SMEs have greatly contributed to Sri Lanka's GDP, the creation of new jobs, and the encouragement of many other economic activities. The presentation concluded with a discussion of policy options based on the key findings.

The screenshot shows a Zoom meeting window. The main slide is titled "MOTIVATION" and lists the following points:

- In 2020, urban poverty in Sri Lanka was 5.3%. (2019 = 8.9%, 2012= 7.6%, 2010 = 8.9%, 2006 = 15.6%..)
- Recently, it shows a declining trend according to the statistics.
- Contribution of small and medium enterprises (SMEs) to alleviate this urban poverty has now been recognized and identified as a sustainable growth strategy (Beck et al 2005;Frederick, 2013)
- It is evident that more than 50% of SMEs have contributed to the development of the Sri Lankan economy.

Below the list, there is a text box that reads: "This study is mainly based on the impact of small and medium enterprises on urban poverty & growth in Sri Lanka." On the right side of the screen, there is a vertical stack of participant video feeds. The bottom feed shows a participant labeled "TS 3.1 Nisha". The Zoom toolbar at the bottom includes icons for Unmute, Start Video, Participants, Chat, Share Screen, Record, Reactions, and Apps.

Lastly, Dr. Savita Rastogi, Associate Professor, and Ms. Priya Sharma, JRF Holder, presented a paper on “**Lack of Digitalization among Women Entrepreneurs in MSMEs**”. The purpose of this research was to investigate the extent to which women entrepreneurs use digital tools in business operations, as well as how the digital era affects the development of women entrepreneurs in Micro, Small, and Medium Enterprises. She emphasized that women entrepreneurs are unable to employ a number of digital tools that can help them operate their firms more efficiently owing to a lack of digital literacy. According to the findings of the study, women in micro, small, and medium-sized businesses in India are not accustomed to dealing with cutting-edge digital skills practices. Furthermore, in the age of digitization, the government must develop additional policies for women entrepreneurs in order to improve their digital abilities and instill e-readiness behaviours, particularly in the realm of financial digital literacy and an e-banking platform.



The Session Co-Chair, Dr. Chaitra C, praised the timely nature of all three papers. She also offered a few suggestions for improvements to the researchers' papers.

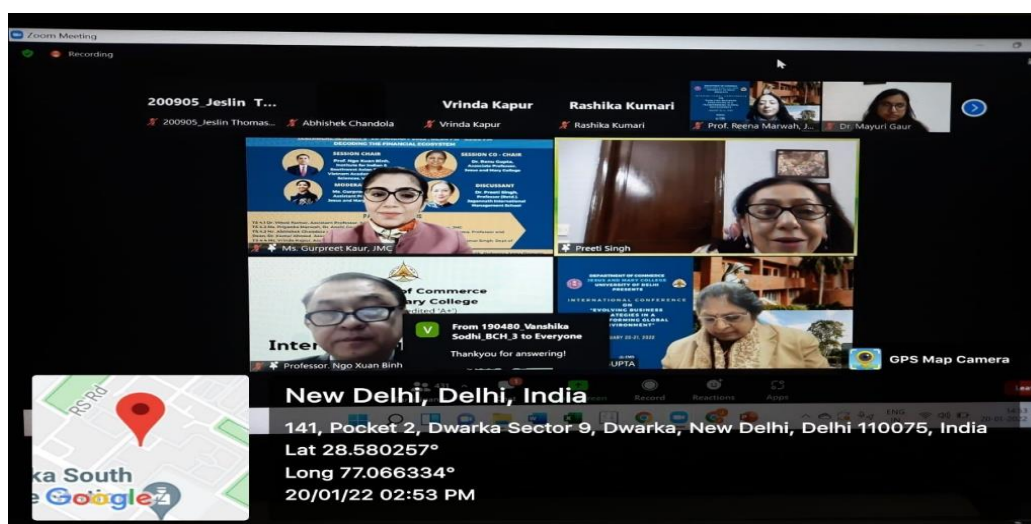
Dr. Mahima Varma, the Discussant for the Session, appreciated the presenters for their thorough papers. She also emphasized the importance of papers focusing on environmental issues, as well as issues of class and gender inequality. The session concluded with a Q&A session, in which the paper presenters responded to questions from the audience. It was an educational and eye-opening seminar for all of the participants.

Technical Session 4

Decoding the financial ecosystem

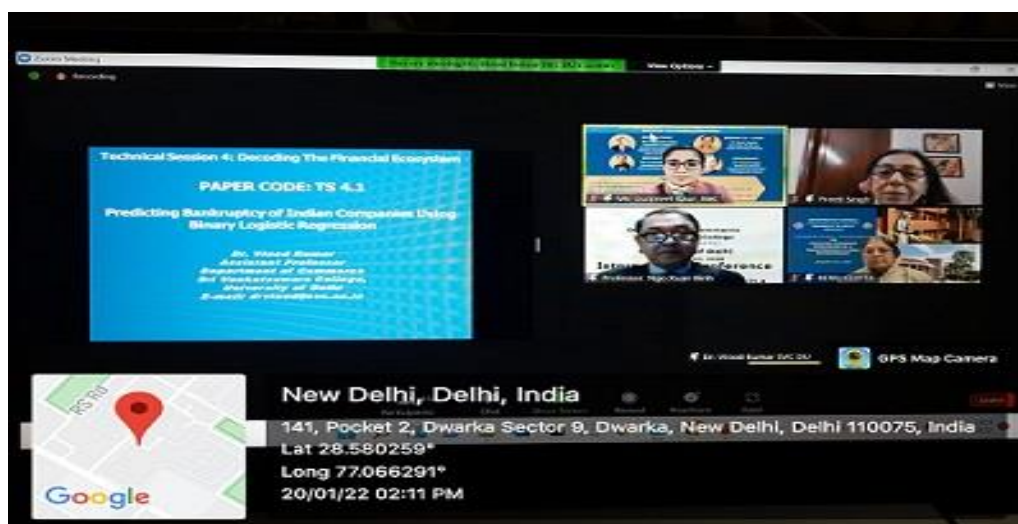
The fourth Technical Session of the International Conference commenced at 2:00 Pm with session moderator, **Ms. Gurpreet kaur**, Assistant Professor, Jesus and Mary College. The session was steered by the Session Chair: **Prof. Ngo Xuan Binh**, Institute for Indian & Southwest Asian Studies, Vietnam and Co-Chair **Dr. Renu Gupta**, Associate Professor, Jesus and Mary College, Delhi.

Prof. Ngo Xuan Binh began with a short introductory message and introduced the audience to the topic of discussion, 'the Multi-Faceted Financial Ecosystem'.



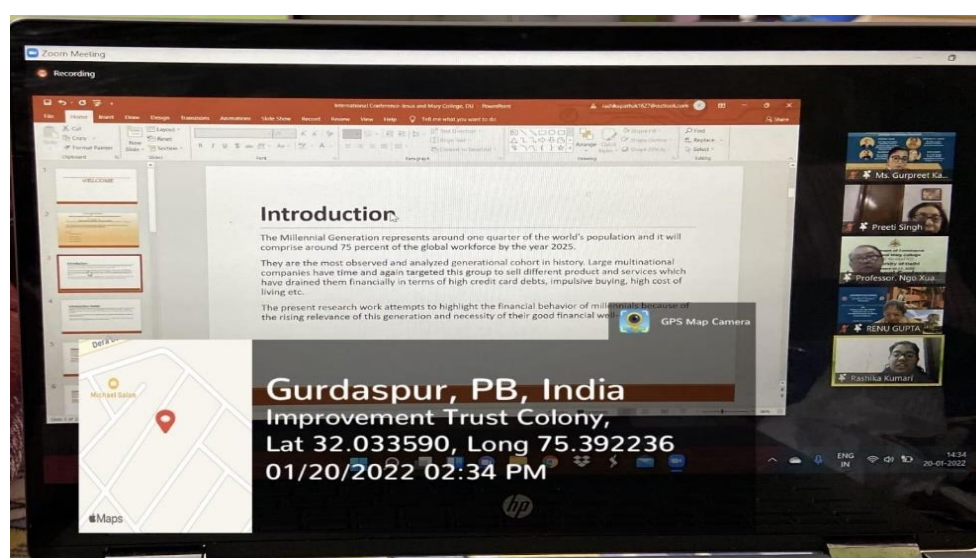
The first paper was then presented by **Dr. Vinod Kumar**, Assistant Professor, Sri Venkateswara College, titled, “**Predicting Bankruptcy of Indian Companies using Binary Logistic Regression**”.

Dr. Vinod began with an introduction on developing and predicting corporate banking. The rationale of the paper was to develop a corporate financial distress prediction model, based on financial ratios for listed companies across various sectors in India, by using binary logistic regression. Various logical regression models (Beaver, Ohlson, Aetman) were explained in the review of the literature section. It was determined that the findings of the study had important implications on lending and investment decisions, which could further predict corporate insolvency, thereby being highly valuable for credit rating agencies.



The second paper on **“Social Stock Exchange: The Way Forward for India”** was presented by, **Dr. Anshi Goel**, in collaboration with **Ms. Priyanka Marwah**, and **Ms. Saloni Arora**; Assistant Professors, Jesus & Mary College.

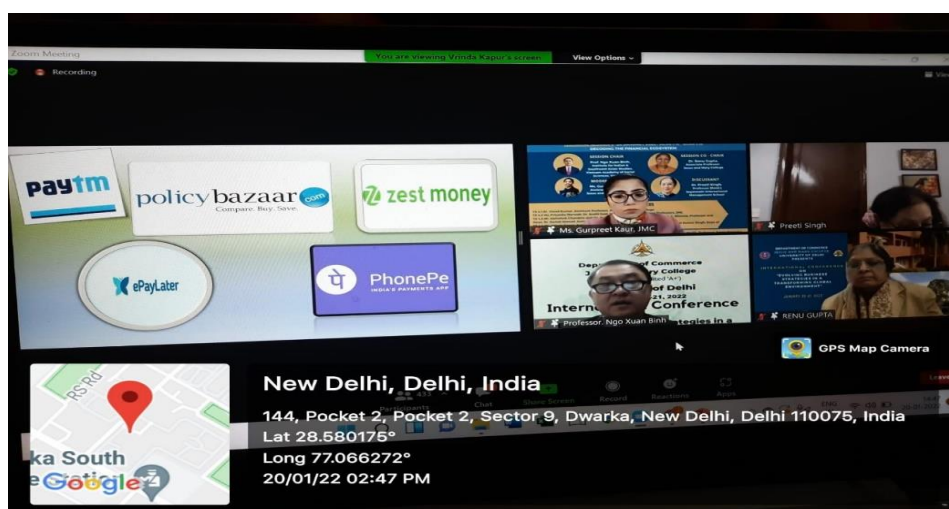
The objective of the study was to regulate the framework of India’s Social Stock Exchange (SSEs), to determine the viability of SSEs in India and to draw a comparison of ESG vs conventional index returns in India. The types of SSEs formed in various countries were explained along with their various features. The highlights of the Indian regulatory framework were touched upon. It was further determined that active SSEs across the globe were developed as a joint partnership or as an existing framework. Also, it was mentioned how the SDGs have served as a blueprint for governments across the globe to build a sustainable safe future for all.



The third paper on **“Understanding the Financial Behaviour of Millennials and their Continuous Intention to use Fintech Services- An empirical study in Delhi/NCR”**, was presented by **Dr. V. C. Sharma**, Professor and Dean; **Dr. Kamal Ahmad**, Assistant Professor,

H.N.B Garhwal University; **Mr. Abhishek Chandola** and **Ms. Rashika Kumari**, Research Scholars.

The objectives were to understand the financial behaviour of millennials and to explore the constraints faced by them. The research methodology used was primary data collection through semi structured questionnaires. It was determined that the COVID-19 situation resulted in a rise in unemployment rates and recession, which led the millennials to make complex financial decisions that impacted the economy. The final paper by presenters, **Ms. Vrinda Kapur**, Assistant Professor, Dept of Commerce, JDMC, DU, **Prof. Amit Kumar Singh**, Dept of Commerce, DSE, DU was titled, “**The Era of Fintech: Issues and Challenges**”



A brief introduction of Fintech was given and the objectives of the study were discussed. Examples of the success of major Indian fintech startups such as LendingKart, Money Tap, Razorpay, Paytm etc were given, along with several Government initiatives to support them. The numerous challenges faced by FinTech companies such as strict compliance rules, cyber security threats, preference for cash etc., were also discussed in detail.

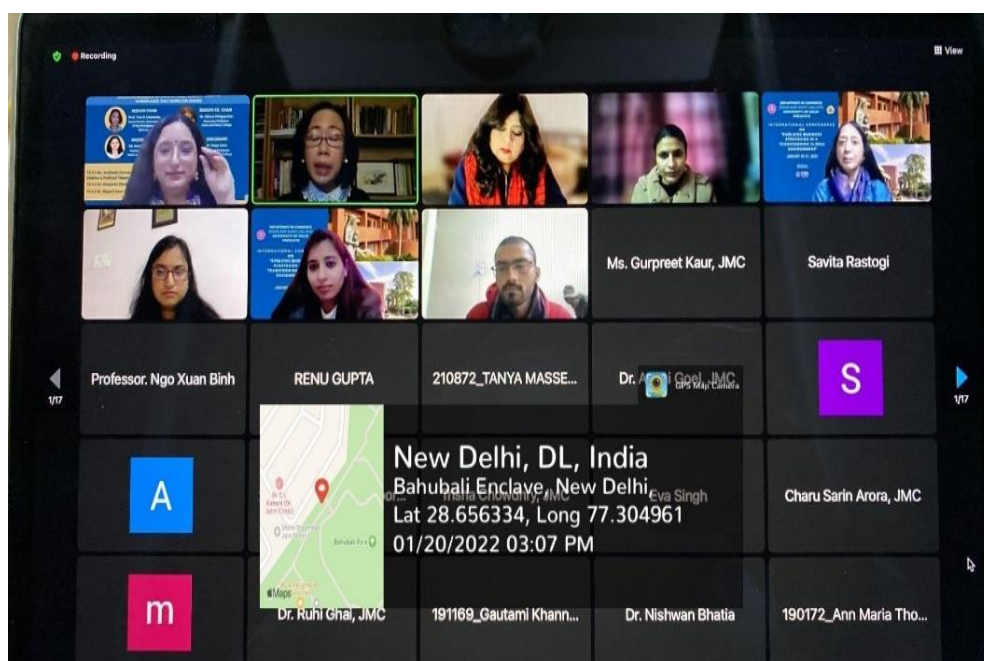
Dr. Preeti Singh was called upon to discuss the papers. She appreciated all the four speakers' topical and interesting papers. She further gave her views and suggestions to all the presenters. Further, she invited the Session Co-Chair: **Dr. Renu Gupta**, Associate Professor, Jesus and Mary College, to summarize the session. Dr. Gupta shared her feedback about the papers, and mentioned how she found the entire discussion very interesting. She emphasized that as far as internet access is concerned the opportunity for Fin-tech services are huge and is of great importance to the entire society and thus, it was necessary to support Fin-tech startups in India. The insightful and enriching session came to an end with the vote of thanks delivered by Ms. Gurpreet Kaur.

Technical session – 5

Workplace that works for women

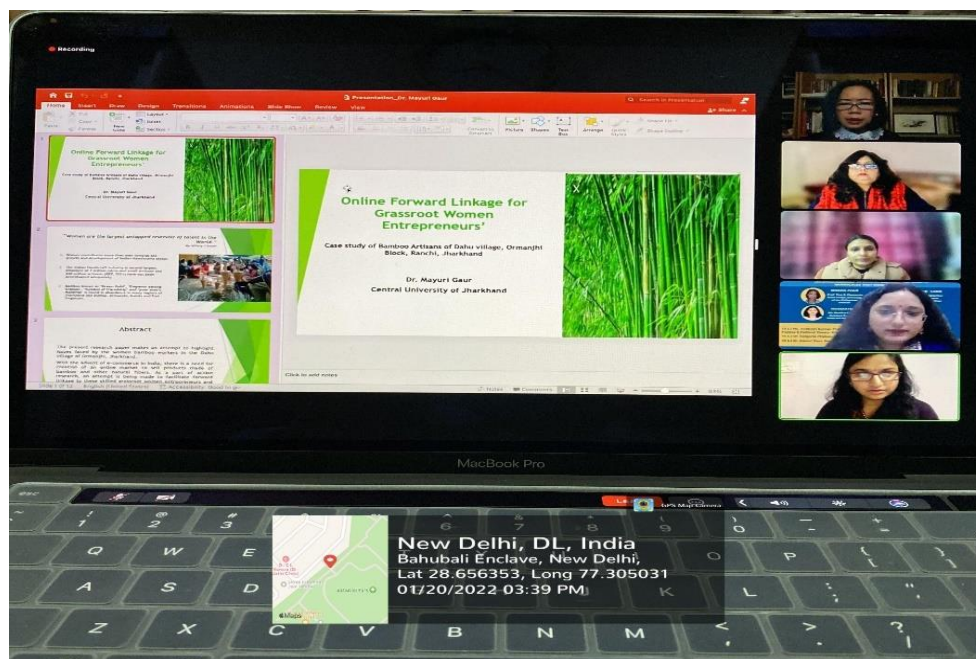
The fifth Technical Session of the International Conference was commenced by the Session Moderator, **Ms. Monica Chhabra**, Assistant Professor, Jesus and Mary College, who extended gracious greetings to the Session Chair, **Prof. Tina Clemente**, Asian Centre, University of Philippines, Diliman and Co-Chair, **Dr. Nilima Chitgopekar**, Associate Professor at Jesus and Mary College.

Prof. Clemente gave her opening remarks to mark the onset of the Session. She highlighted that the world has realized the importance of women for economic progress and it spells out various advantages, uptake in productivity, sustainability, and alleviation of income inequality. Despite this being recognized globally, many challenges still remain and reverberate in the form of various economic problems.



The first paper for this session was titled “**The role of women in Technology- driven economy during Covid-19 pandemic: A case study of BPO industry in India,**” presented by **Avdhesh Kumar**, Centre for Comparative Politics & Political Theory, School of International Studies (SIS), Jawaharlal Nehru University. The *objectives* of the paper were to study the nature of work and observe the inclusive nature of technology-enabled work in the context of women. The presenter observed that there was an unequal distribution of benefit from growth of technology which has left especially the vulnerable social groups, such as women, to become jobless.

The presenter observed that women remain constrained by gender-based roles assigned by the society and suffered from conservative societal norms. In such a scenario, BPO industry was felt as the most conducive field of employment. This caused a phenomenon wherein the industry became dominated by women, but in practice, they do not hold powerful positions, which was termed '*Nominal Dominance*' by the paper presenter.



Second paper of the session focused on “**Micro women entrepreneurs in rural areas of assam: opportunities and challenges**” (a case study of Kamrup District rural Areas) presented by **Dr. Ranjeeta Phukan**, Assistant Professor, Vivekananda College, Delhi University, New Delhi.

Dr. Phukan threw light on the economic and self- establishment opportunities available to women. An example of this is the examination of the short profile of micro women. It was found that younger women tend to engage in entrepreneurial activities more, since they have a better sense of independent thinking, the choice of making decisions. The paper gave various statistical and scholastic data to back the observations and concluded that women required a lot of support from the government for training, funds and resources in order to become competitive and successful. The last paper of the session was titled “**Online Forward Linkage for Grassroot Women Entrepreneurs**” (Case study of Bamboo Artisans of Dahu Village, Ormanjhi Block, Ranchi, Jharkhand) presented by **Dr. Mayuri Gaur**, Assistant Professor, Central Delhi University of Jharkhand.

The paper highlighted the issues faced by women entrepreneurs in increasing the marketability of their handicrafts and their inability to sufficiently link their products to the final consumers. The paper suggested a model of Online Forward Linkage as a bridge to address the problem.

The paper concluded by suggesting strategies whereby collaborations with online retailers and governmental agencies could be used to improve the entrepreneurial efforts of the bamboo artisans. After the presentations were concluded, the Chair called the Discussant to the panel to share her comments and thoughts about the same.



Dr. Maya John congratulated all the three paper presenters and proceeded to share her thoughtful and meaningful opinions. She complimented the speakers for their efforts and shared potential areas of improvement in their research. The Chair and Co-Chair gave brief concluding remarks. Dr. Nilima concluded the session on an encouraging note, praising the speakers and asking them to pursue the avenues highlighted by Dr. Maya.

Plenary Session 1

Business and Resilience: Surmounting Black Swan Events

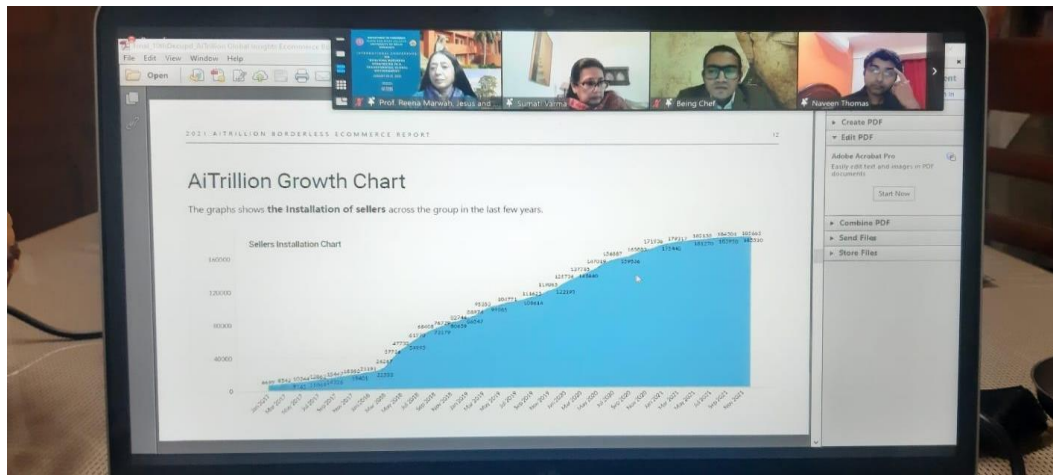
Technical sessions were followed by a plenary session, themed '*Business and Resilience: Surmounting Black Swan Events*' on the first day of the International Conference. The discussion aimed at getting a broader perspective on issues relating to the current economic crisis such as the recessionary trend and protectionist policies of the government, the transformations in the *e-tailing* industry and preparing for future contingencies.

Prof. Sumati Verma, the **Chair** and moderator, extended a warm welcome to the panelists which were experts from diverse fields. The panelists included esteemed personalities such as **Ms. Shalini Gupta**, ex-CMO, Reliance Broadcast Network and the owner of Secret Sauce Communication; **Mr. Shubham Maheshwari**, founder of Being Chef and listed in the Forbes 30 under 30, Asia; **Ms. Shravani Dang**, founder board member of GWPR-India and CAF India; **Ms. Saundharaya Khanna**, Economic & Public Policy, MSME, HESPL and **Dr. Naveen Thomas**, Assistant Professor at Jindal School of Government and Public Policy.



Ms. Shalini used the platform to enlighten the audience on *e-tailing* and its growth and significance during the pandemic. The pandemic had more of a positive impact on this industry, with this sector experiencing a growth rate of about 30- 40% against the previously predicted 25%. The reasons for this growth could be attributed to the widespread smartphone and internet penetration and the convenience that the online platforms provided during lockdowns, when basic necessities were physically unavailable. Ms. Shalini concluded her

remarks by terming e-tailing as the '*Sunrise sector*', providing hope in the dark times of Covid 19.



Mr Shubham Maheshwari, addressed the problem of *the digital divide*, enhanced by the pandemic, while elaborating on the food industry. He stated that there was a mixed impact of the global pandemic on this industry. According to an NRAI report, 90% of restaurants would shut down their operations post pandemic, as a consequence of the whopping 30% commission charged by food aggregators. He predicted the growth in this sector to be short-termed as there is a supply- demand imbalance currently. Thus, entrepreneurs and sellers should be competitive and innovative to sustain in the competitive market.

He further expressed his concerns for the rising entrepreneurship industry in India. Most *unicorn companies* in the country today are loss-making, unsustainable or reliant on foreign investors who could withdraw at any moment.

Ms. Saundharaya, in her address, highlighted the impact of Covid-19 on the *MSMEs*, which are deemed to be the most vulnerable sector across the world in these uncertain times. During the pandemic, the main problem faced by the MSMEs was unpaid inventory and the nano entrepreneurs suffered the most in such a scenario. The new trends seen in this period were the emergence of numerous small businesses and the significant increase in government initiatives to support the same. **Dr. Naveen Thomas** enlightened the audience on the *entrepreneurship industry* in India and the government's role in its growth during the period. He highlighted the importance of the role played by the governments of the world to induce supply which has led to the problem of insufficient demand, exacerbated by the inward-looking policies of countries. He called these protectionist policies '*double-edged swords*' which pose hindrances to growth. To elucidate this point, he gave the example of Bangladesh's rise as one of the world's largest garment exporters due to their government's decision to engage in free trade agreements rather than resort to protectionist policies as adopted by their neighbours.



In the final address delivered by **Ms. Shravani**, she stated that opportunities only multiplied when seized. When addressing the topic of future contingencies, she added that all the countries, especially those which had faced black swan events, should have an *alternative course of action* ready. During the black swan events, there is a constant need for better labour market practices. Thus, it is extremely important to adopt healthy HR practices and give due significance to mental health. She concluded her remarks by delving into the need to up-skill and re-skill the workforce during such uncertain times.



The moderator, Prof Verma, concluded the thought-provoking session with a round of Q&A, directed to each member of the panel as they addressed by them in a comprehensive manner. The session '*Business and Resilience: Surmounting Black Swan Events*' ended on a hopeful note that testing times will be surmounted with greater business resilience.

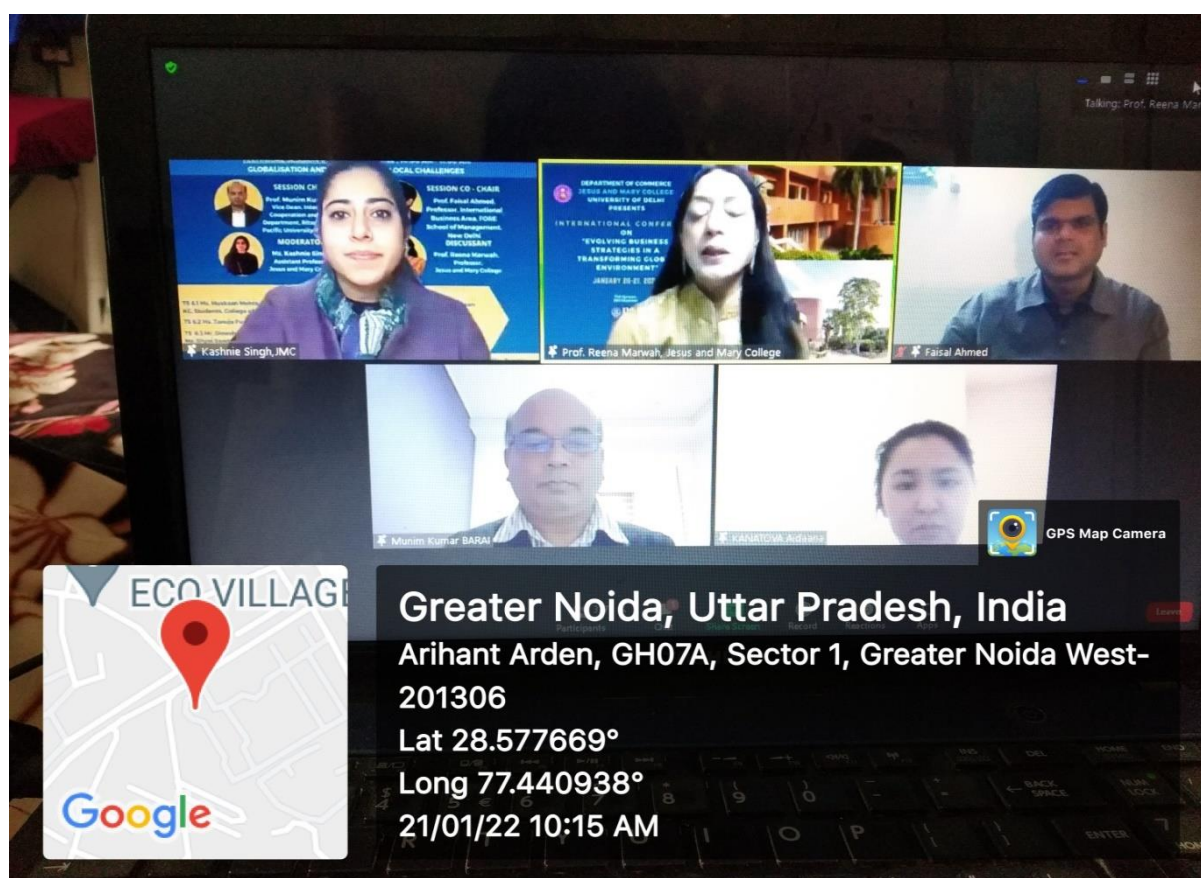
International Conference 2022


Day 2

On January 21, 2022, Department of Commerce, Jesus and Mary College stepped into its second day of the two-day International Conference 2022. The theme, **Evolving Business Strategies in a Transforming Global Environment**, was divided into five technical sessions for the second day. Each session had a Chair, a Co-chair, and a Discussant, who were experts in the domain, and a session moderator. The sessions began with gracious welcome of the dignities and a keynote lecture by the eminent Chair of the session. Every researcher was given 15 minutes for their paper presentation. In each session, the discussant highlighted the key strengths of the paper and the scope for further modifications wherever required followed by all the presentations. The in-depth feedback and reviews of the discussants were later on shared with all the participants. The sessions welcomed questions from all the participants to foster a healthy discussion.

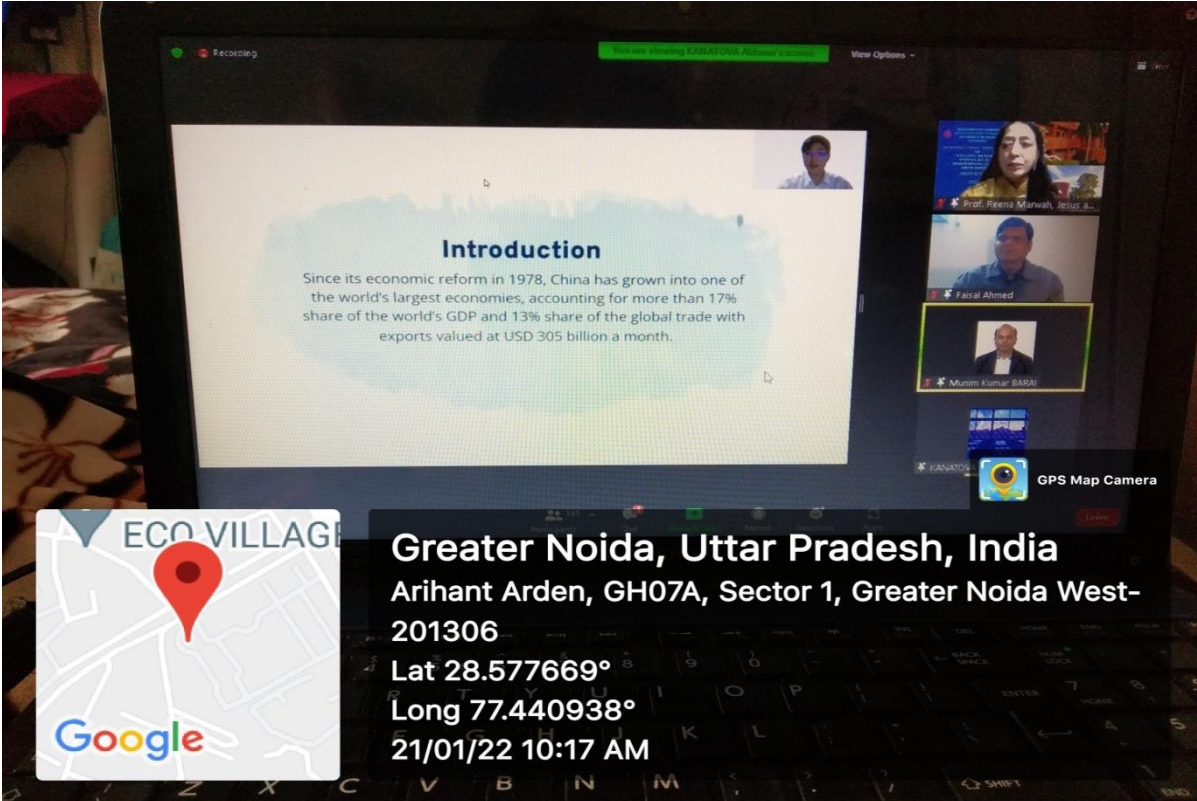
Technical Session 6

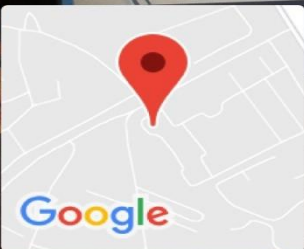
Globalization and Global China: Local Challenges



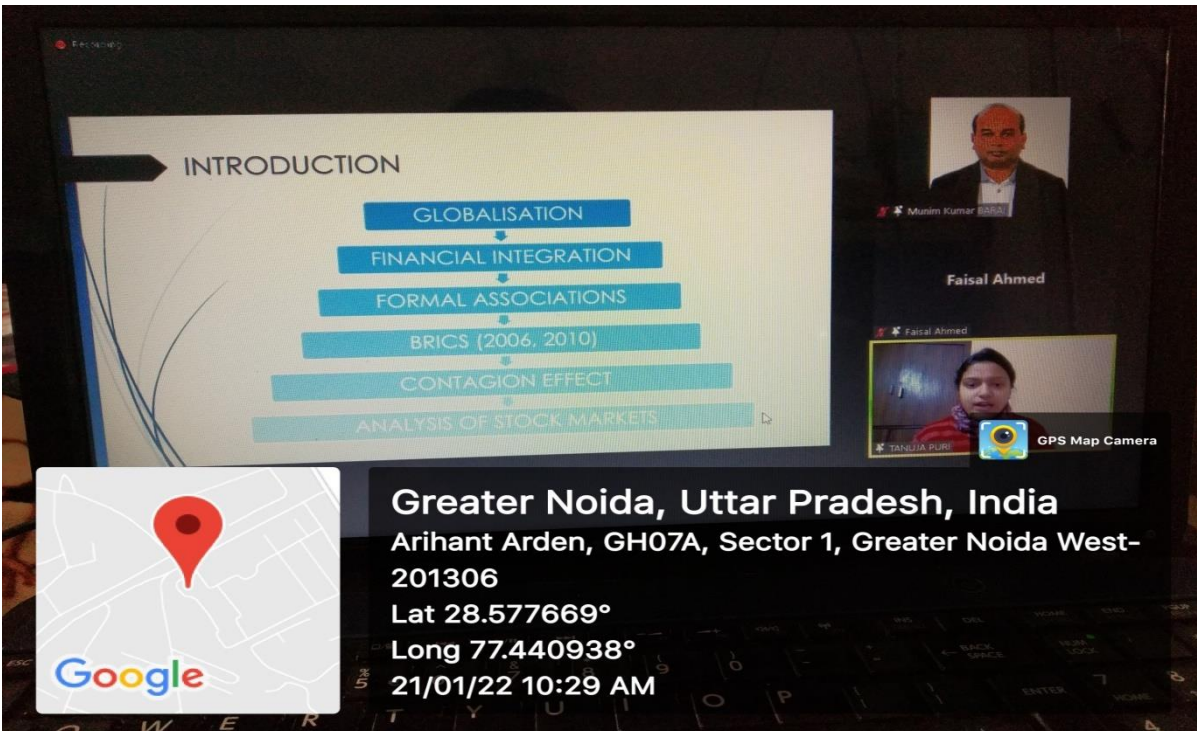


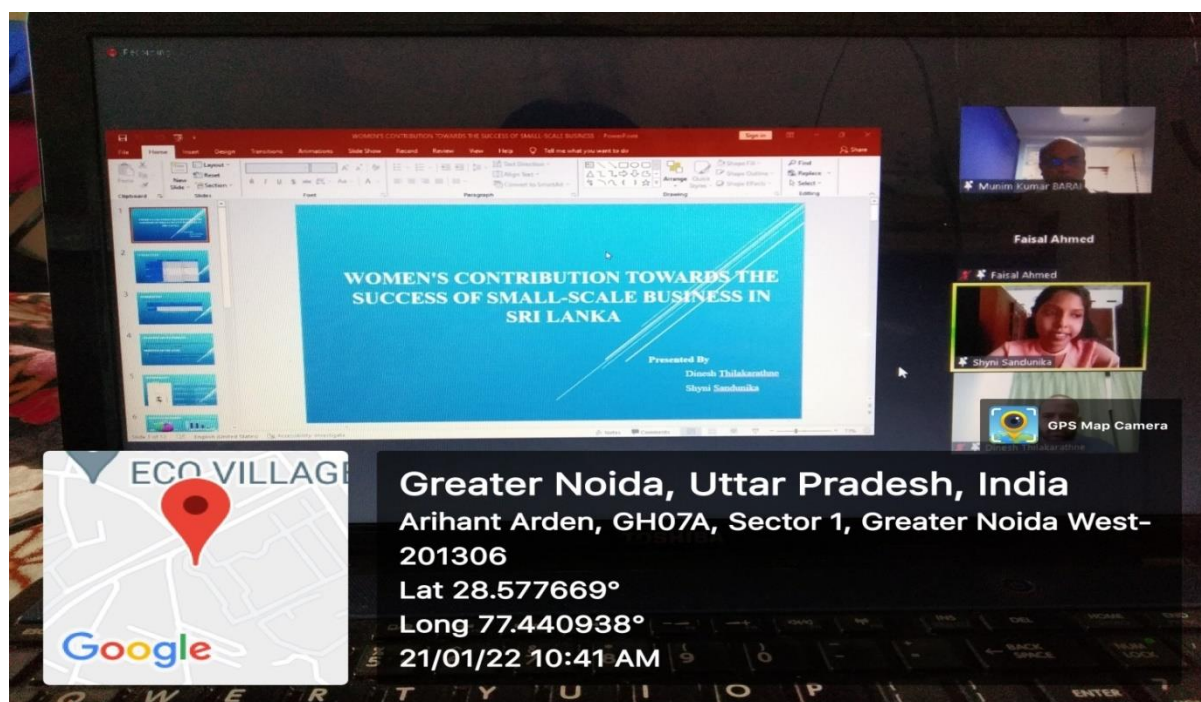
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The Technical Session 6: **Globalisation and Global China: Local Challenges**, began with the warm greetings by session moderator, **Ms Kashnie Singh**, Assistant Professor, Jesus and Mary College. The session was steered by the Session Chair, **Prof. Munim Kumar Barai**, Vice Dean, International Cooperation and Research Department, Ritsumeikan Asia Pacific University, Tokyo, Japan and Co-chair, **Dr. Faisal Ahmed**, FORE School of Management, New Delhi. A keynote lecture was delivered by the Session Chair, **Prof. Munim Kumar Barai**, and Co-chair, **Dr. Faisal Ahmed** whereby they highlighted the subjects like GDP, Digitalization, Infrastructure, Biggest Manufacturer, and Economic and Social life of people in China. The session included three interesting paper presentations from three different countries, China, India, and Sri Lanka. These papers through their detailed and impactful studies illuminated various areas such as China's economic slowdown, stock markets of BRICS economies, and women's contribution in small-scale businesses. The first paper, titled '**China's Economic Slowdown**' by **Ms. Muskaan Mehta, Mr. Ahmed Bilal, Ms. Kanatova Aidaana, Mr. Budiman Bryan, Mr. KC Bipan**, Students, College of International Management, Ritsumeikan Asia Pacific University addressed trading restrictions through tariffs, rise in real estate debt, and increased consumption of power output as few of the big problems for China. To fix the China's economic crisis the study suggested organizations to rebuild their obligations and work things out with their money lenders. The second paper, '**Empirical Analysis of The Stock Markets of BRICS Economies**' by **Ms. Tanuja Puri**, Assistant Professor, JIMS shed the spotlight on the inter-relationship of the bourses of the BRICS economies. The researcher studied the monthly prices of the stock market indices of BRICS nations for last five years from April 1, 2014 to April 1, 2019. The study concluded the stock market of Brazil as the most volatile, stock market of South Africa as the most uniform, and the stock market of India and China as less volatile. The last paper of the session was '**Women's Contribution Towards the Success of Small-Scale Business in Sri Lanka**' by **Mr. Dinesh Thilakarathne**, Lecturer, Faculty of Management and Finance, SANASA Campus and **Ms. R.A.S. Sandunika**, Project Assistant, The Open University of Sri Lanka. The paper highlighted the factors determining women's contribution towards the success of small-scale businesses in Sri Lanka. They study employed the stratified random sampling technique, which showed that the amount to be invested for the start of the business is at least 100,000 - 250,000(LKR) and the majority of women(29.25%) took loans from the government for a successful business. They concluded the paper by

explaining socio- economic factors that directly affect the contribution of women in small scale businesses. Followed by all the paper presentations, the discussant, Prof. Reena Marwah, Jesus and Mary College, suggested the researchers to conduct the study after taking into consideration the impact of pandemic on the economy. She further suggested incorporating the policy recommendations and implications for the economy. Also, she recommended collaborating with the other researchers who conducted the research in the related domain.

Technical Session 7

MSMEs : Powering Atmanirbhar Bharat

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DEPARTMENT OF COMMERCE
JESUS AND MARY COLLEGE
(NAAC ACCREDITED A+)
UNIVERSITY OF DELHI, INDIA
PRESENTS
INTERNATIONAL CONFERENCE ON "EVOLVING BUSINESS STRATEGIES IN A TRANSFORMING GLOBAL ENVIRONMENT"

TECHNICAL SESSION 7 : 21 JANUARY 2022, 11:00 AM - 12:00 NOON
MSMES : POWERING ATMANIRBHAR BHARAT

SESSION CHAIR
Prof. Sukhpal Singh,
Centre for Management in
Agriculture, Indian Institute of
Management, Ahmedabad

SESSION CO - CHAIR
Dr. Sampa Kundu,
Consultant, ASEAN India
Centre, New Delhi

MODERATOR
Dr. Anshi Goel,
Assistant Professor,
Jesus and Mary College

DISCUSSANT
Dr. Jasmin
Assistant Professor,
Jesus and Mary College

PAPER PRESENTERS
Dr. Anshi Goel, Assistant Professor and Ms. Audita Jain, Researcher, JMC
Dr. Anshi Goel, Assistant Professor, JMC

REPORTERS: Jeffery Elex Rajan, Tachita Gupta
Student Coordinators: Manika Wadhwa, Pragati Banerjee

PROF. REENA MARWAH
CONVENOR

DR. SAVITA BASTOGI
HEAD OF DEPARTMENT

GPS Map Camera

SECT 3

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87, Baba Balaknath Mandir Marg, Block E, Anand Niketan, New Delhi,
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Sukhpal Singh Dr. Anshi Goel, JMC ruchu Sampu Kundu 201481_Mahika Wadh... Geetali Oberoi, JMC

Category	New capital in rupees	New turnover in rupees
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Small	100 million	500 million
Medium	500 million	500 million

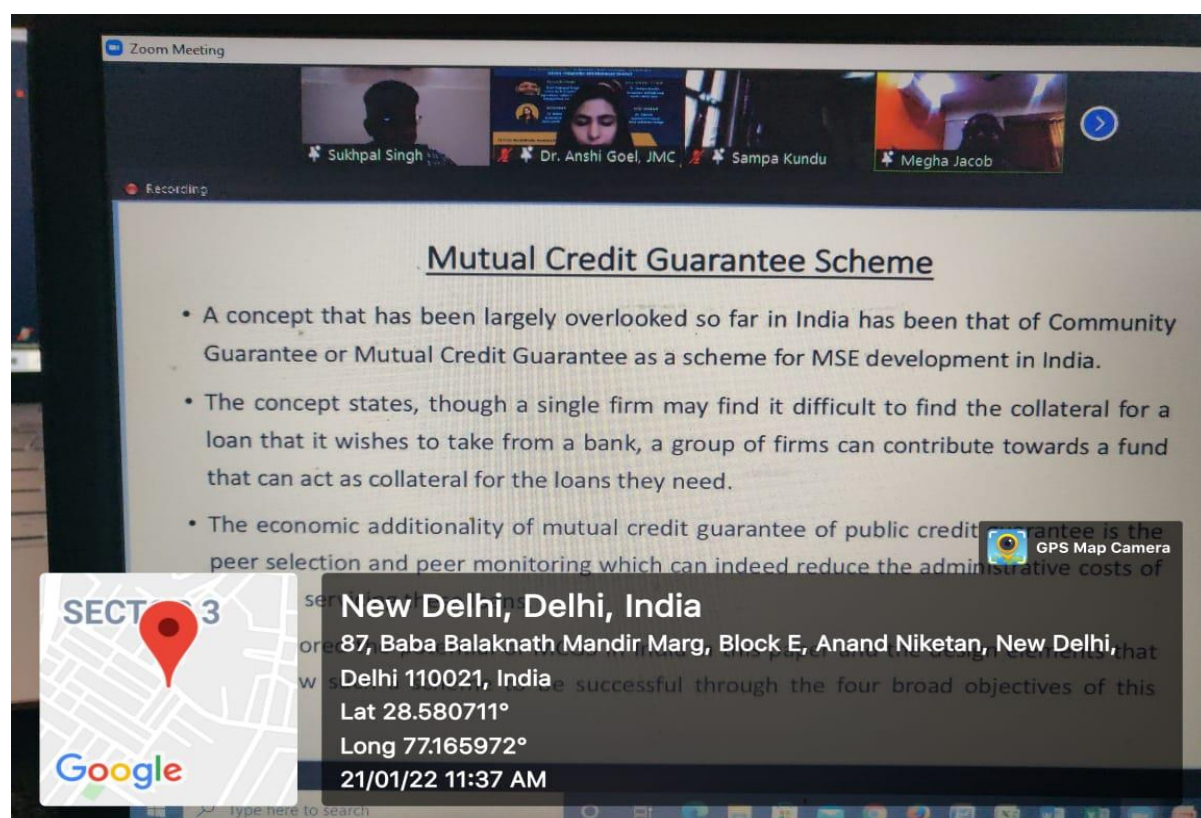
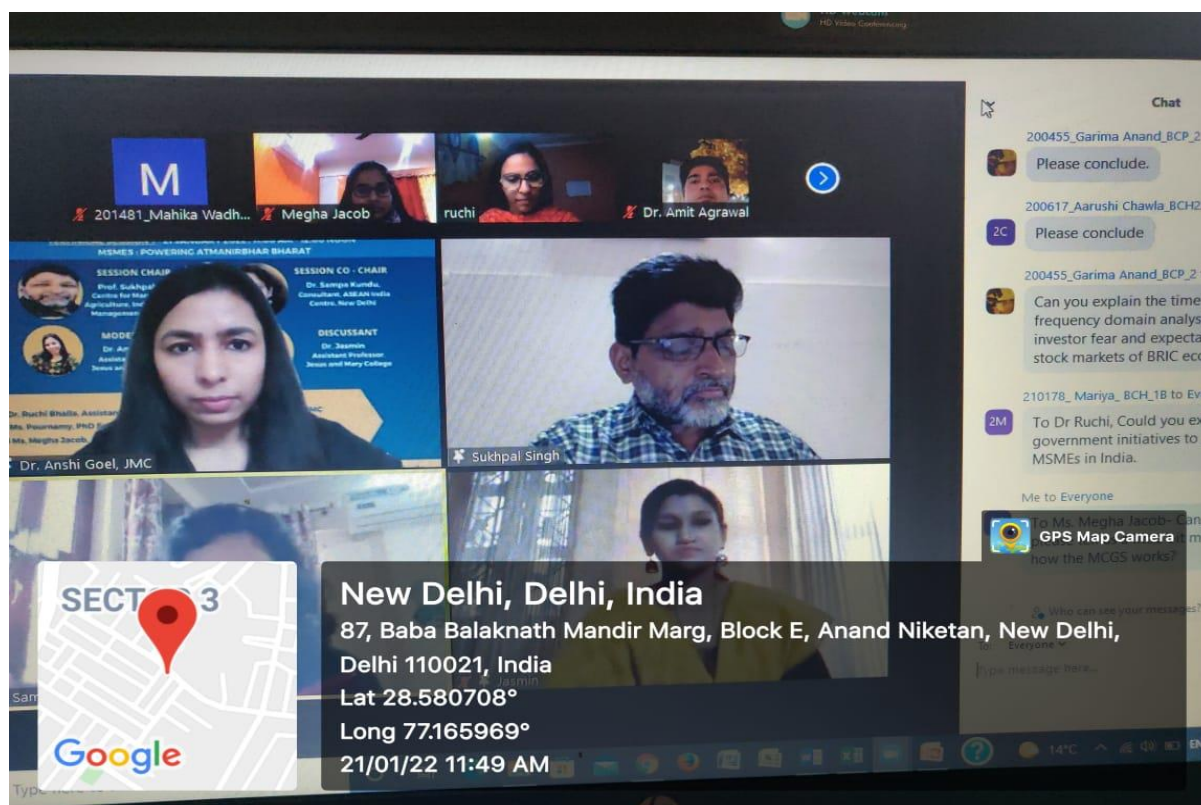
Source: Government of India, Department of MSME, Gazette of India

GPS Map Camera

SECT 3

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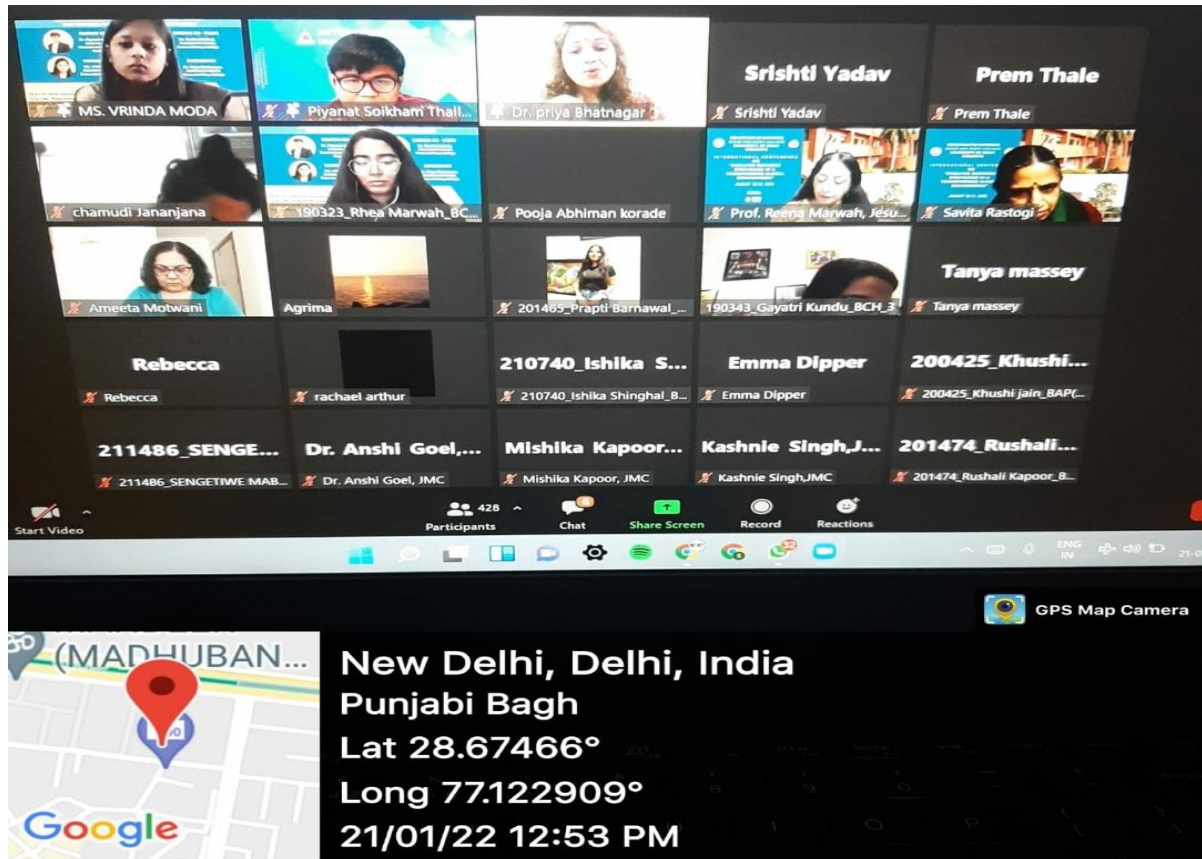


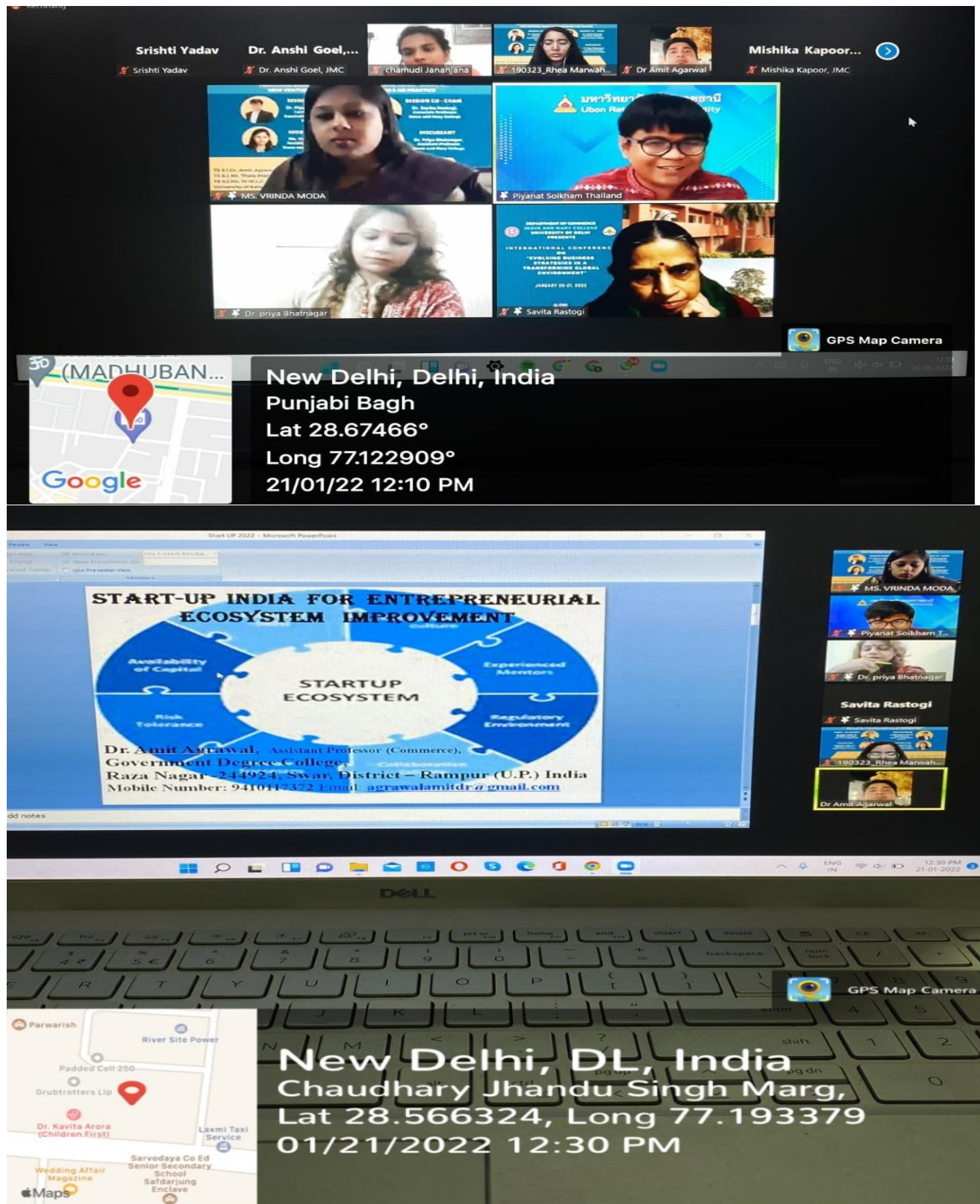
In Technical session 7: **MSMES: Powering Atmanirbhar Bharat**, the Session Moderator, **Dr. Anshi Goel**, Assistant Professor, Jesus and Mary College welcomed the Chair, **Prof. Sukhpal Singh**, Centre for Management in Agriculture, IIM, Ahmedabad, Co-Chair, **Dr. Sampa Kundu**, Consultant, ASEAN India Centre, New Delhi and Discussant, **Dr. Jasmin**, Assistant Professor, Jesus and Mary College. The paper presentations followed the keynote address by the dignities on the topic of the session. Three papers were presented in the session of which two papers

focused on Micro Small and Medium Enterprises (MSME) and Micro and Small Enterprises (MSE). The paper, '**Challenges faced by MSME during Covid - 19 pandemic: A way ahead**', was presented by **Dr. Ruchi Bhalla**, Assistant Professor, Jesus and Mary College. She highlighted the significant role of MSME in employment generation, Gross Domestic Product, and production of goods and services. Taking into consideration the significant contributions of MSME in the growth of the economy, the researcher emphasized the ardent need to study the challenges faced by MSME during pandemic. The study suggested the various steps that could be taken by the MSME such as creating a strong digital ecosystem, regular inspection of the operation to develop a strategy for post-Covid-19, and incorporation of new technological advances. The other paper, '**The Role of Mutual Credit Guarantee in Financing Micro & Small Enterprises in India**', which focused on MSE was presented by **Ms Megha Jacob**, Assistant Professor, Jesus and Mary College, wherein she stressed on the credit constraints faced by the MSEs in the manufacturing sector, structure of MCGS and the international experience of MCGS. The paper suggested that the government as well as trade chambers and business associations have a significant role to play in the expansion of MSEs. The paper, '**Women in Micro - Credit Enterprises in India**' presented by **Ms. Pournamy**, PhD Scholar, JNU, focused on development discourse from the gender lens and accentuated how microfinance can be a tool to help women become independent and empowered. The session was concluded with the question and answer session which followed the suggestions by the discussant, Dr. Jasmin of the technical session. The detailed discussion was e-mailed to the participants personally, including the recommendations for the papers.

Technical Session 8

New Ventures, Impact Entrepreneurs & HR Practice



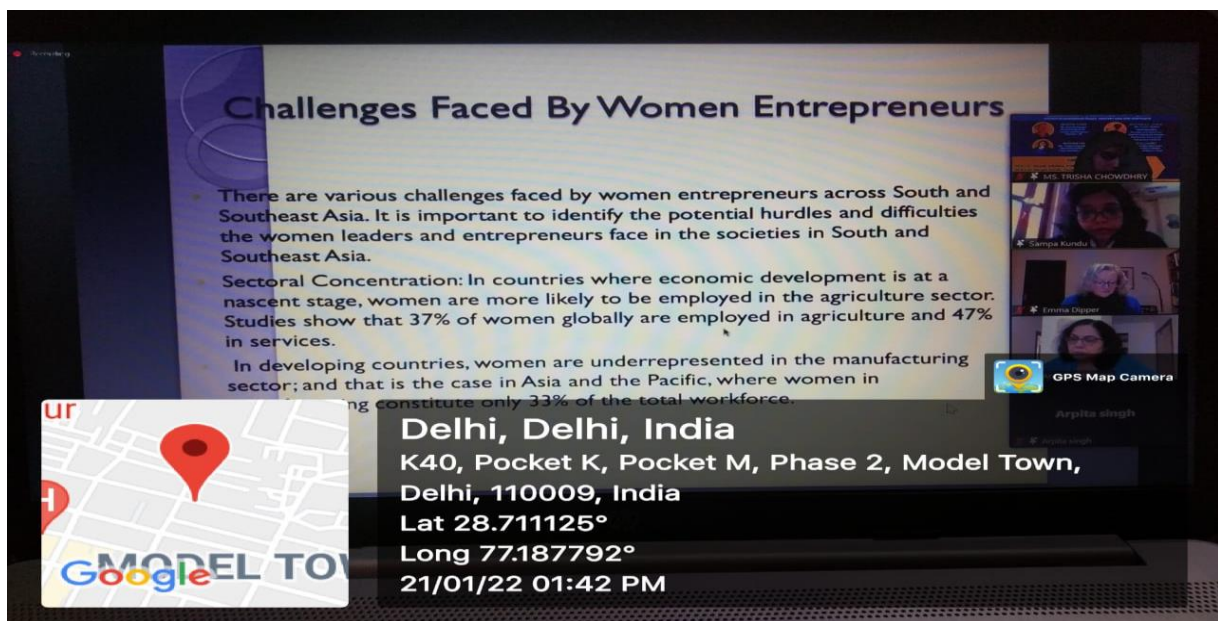


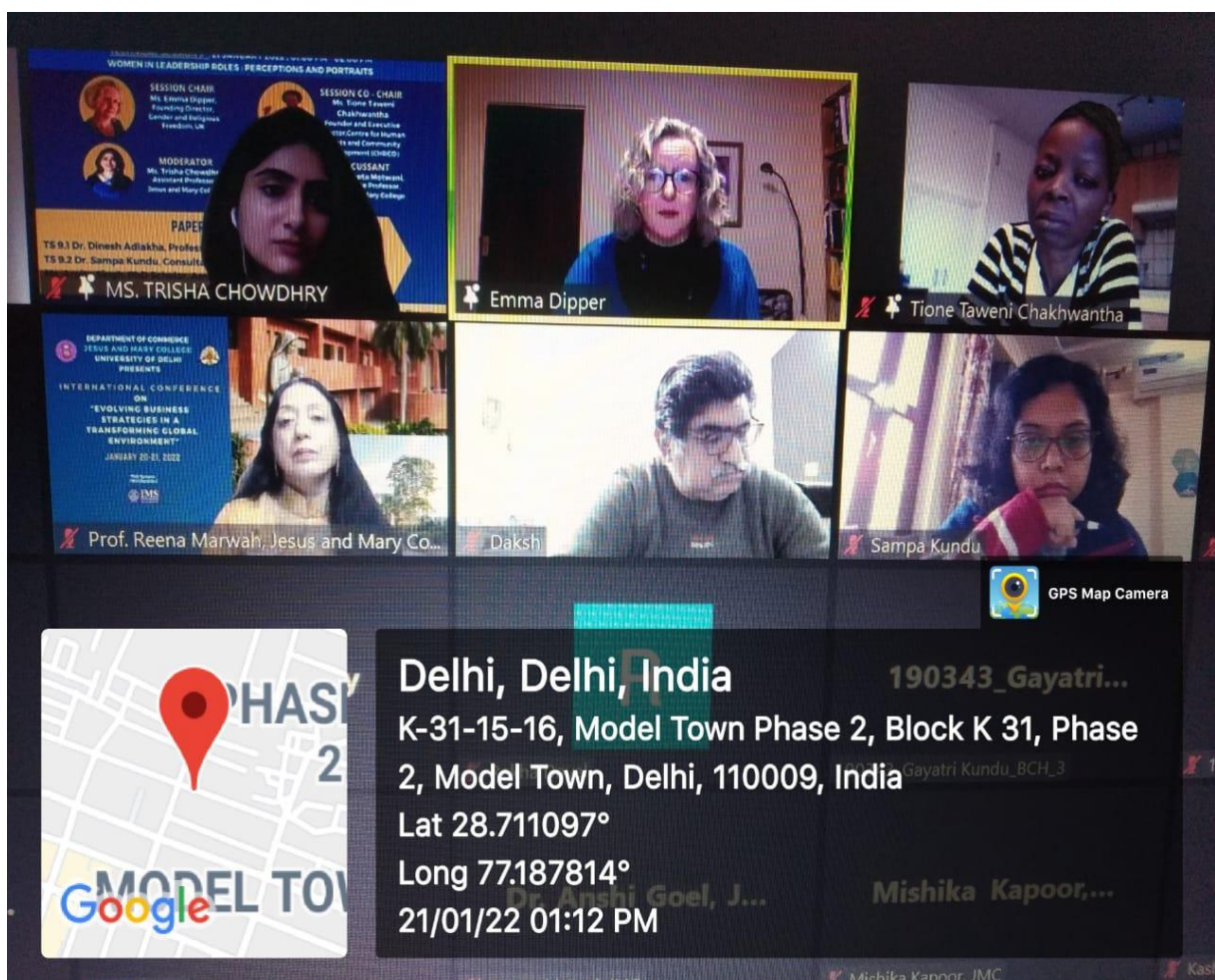
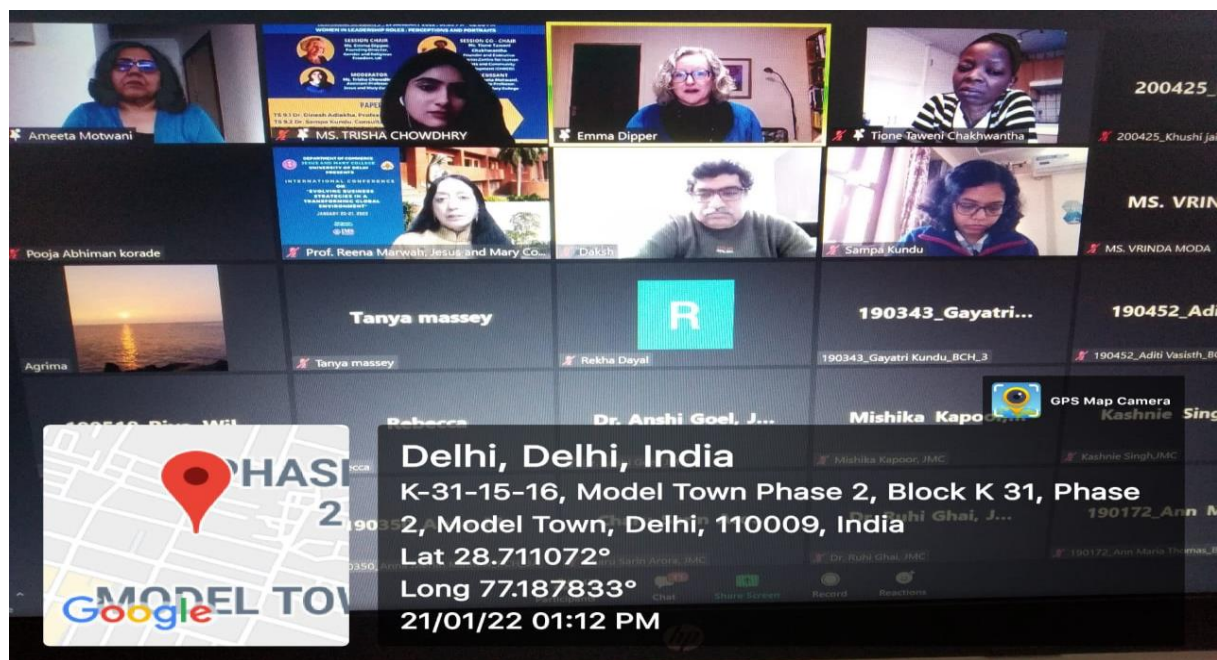
Technical Session 8: **New Ventures, Impact Entrepreneurs & HR Practice** was chaired by **Dr. Piyanat Soikham**, Lecturer, Ubon Ratchathani University, Thailand; co-chaired by **Dr. Savita Rastogi**, Associate Professor, Jesus and Mary College; Discussant, **Dr. Priya Bhatnagar**, Assistant Professor, Jesus and Mary College; and moderated by **Ms. Vrinda Moda**, Assistant Professor, Jesus and Mary College. A keynote address was given by the Chair, **Dr. Piyanat**

Soikham, where he discussed the transition in traditional corporate outlooks through the lens of digitalization and innovation on the economy. Also, he illuminated how online platforms have replaced the physical markets and how such changes will result in eradication of some routinized, traditional job roles but at the same time will lead to new employment opportunities. The technical session entailed three paper presentations of which two were conducted in India and one was conducted in Gampaha district, Sri Lanka. **Dr. Amit Agrawal**, Assistant Professor at Government Degree College, delivered the presentation on **‘Start-Up India for Entrepreneurial Ecosystem Improvement’**. The study aimed at learning about start-up entrepreneurship, current plans, and its current position. The study exposed new challenges to start-up entrepreneurship, as well as offered suggestions and strategies for new businesses. The study evaluated various government initiatives and offered recommendations to improve start-up entrepreneurship in India. The second paper was presented by **Mr. Thale Prem Sajjan**, Student, Ket’s V.G. Vaze College, on **‘GHRM: Successful Way Towards Growth of India in Business’**. The study highlighted the need to bridge the gap between professional GHRM practices and preaching in environmental management research and education. **Ms. W.W.L.C. Jananjana**, Department of Social Statistics, Faculty of Social Sciences, University of Kelaniya, Sri Lanka, spoke about **‘A Study on High Performance HR Work Practices Impact on Job Satisfaction and Organization Profit (Comparison of Government and Private Organizations): Based on the Gampaha District.’** The paper well highlighted the relationship between job satisfaction, HR practices, organization performance, and organizational profit in private and government organizations in Sri Lanka. Based on the research Ms. Jananjana inferred that HR practices have a positive effect on the profit of private organizations but negative implications on the profit of government organizations. Followed by all the paper presentations the discussant, Dr. Priya Bhatnagar shared her feedback and recommendations for further possible improvements that could be incorporated in the research to make it richer and beneficial for the readers. The Session Co-Chair, Dr. Savita Rastogi, congratulated all the paper presenters for their excellent work and shared her enlightening insights on the topic of the session. The session concluded with a Q&A session where the paper presenters responded to the questions from the audience, which made the experience more enriching for all the participants.

Technical Session 9

Women In Leadership Roles: Perceptions And Portraits





The session moderator, *Ms. Trisha Chowdhry*, Assistant Professor, Jesus and Mary College welcomed the Chair, *Ms. Emma Dipper*, Director, Gender and Religious Freedom, UK, the Co-Chair *Ms. Tione Taweni Chakhwantha*, Founder and Executive Director, Centre for Human Rights and Community Development (CHRCd) for the Technical Session 9: **Women In Leadership Roles: Perceptions And Portraits**. Ms. Emma Dipper gave her introductory

speech on how leadership roles are presumed to be masculine due to the nuanced views of it and how young leaders can play a significant role in blowing the wind of change through practicing the influencing approach to leadership. Two papers were presented in the session. The papers exclusively focused on the challenges and life as businesswomen in Latin America and as women entrepreneurs across South and Southeast Asia. The paper, **‘Hindrances and Challenges for the Businesswomen in Latin American Countries: An Overview’** was an impactful presentation by Dr. Dinesh Adlakha, Professor, Jesus and Mary College. The Paper was based on reports of the International Labour Organization, World Bank, Global Findex and Economic Commission for Latin American and Caribbean. It highlighted the significant increase in women participation in business and the challenges faced by businesswomen. The paper listed few initiatives undertaken by various governments like Program for women (Argentina), Engendering budget (Bolivia), and Trust to support women (Ecuador). It was concluded that remarkable changes have been made in women entrepreneurship. However, the increasing gender gap and lack of access to resources, both financial and political, prove to be a hurdle. **Dr. Sampa**, Consultant, ASEAN-India Center, RIS and **Ms. Arpita Singh**, PhD Scholar, Amity University, through their paper, **‘Covid-19, Women Entrepreneurs and the Untold Stories So Far’** discussed the ill effects of the pandemic on working women. The orthodoxical perception of women as housewives has been a major hurdle and any change in the status of these women is still a far sight. Work from home norms, during the lockdown, had made many working women stay confined to their homes, compared to pre-pandemic times. She further mentioned about the steps taken by the government of India and corporations to encourage more women to look into entrepreneurship and promote women; for example, Mahila E Haat; Skill India; Empowering Nari Shakti etc. The discussant, **Dr Ameeta Motwani, Associate Professor, Jesus and Mary College** discussed all the papers and shared her constructive criticism on it. The session ended with enriching question and answers session and was more like a discussion.

Technical Session 10

Digital Marketing Landscapes: Consumers and Communication

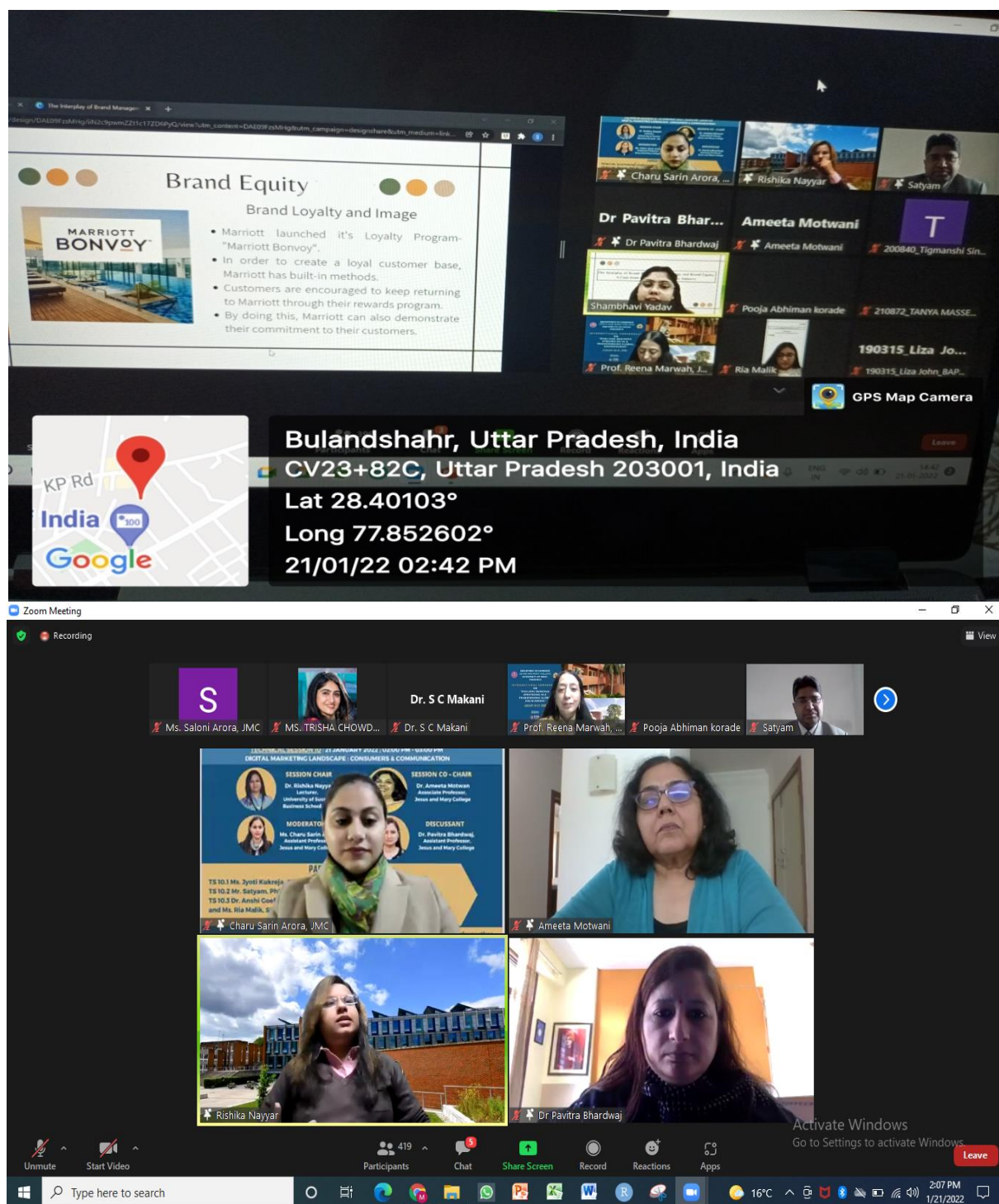
Bricks versus Clicks: Changing Landscapes of Digital Entrepreneurship

Ms. Jyoti Kukreja
Assistant Professor
Jagannath International Management School,
Kalkaji, New Delhi

New Delhi, Delhi, India
333/3, Nai Basti, Mehrauli, New Delhi, Delhi 110030, India
Lat 28.521329°
Long 77.178048°
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Results :- Cited Authors Co-citation Analysis

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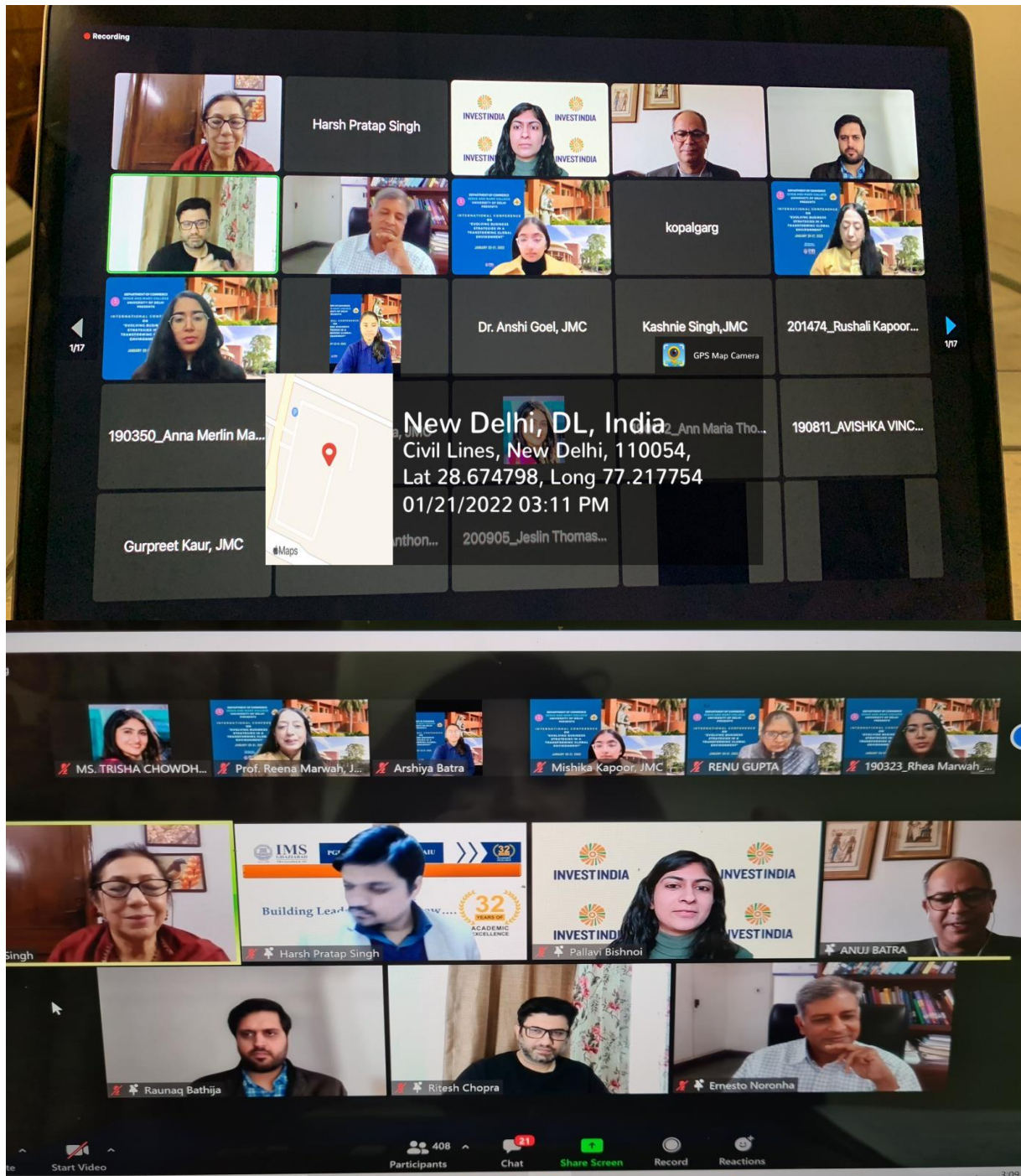


The last technical session, **‘Digital Marketing Landscapes: Consumers and Communication’** was Chaired by **Dr. Rishika Nayyar**, Lecturer, University of Sussex, UK; Co-chaired by **Dr. Ameeta Motwani**, Associate Professor, Jesus and Mary College and moderated by **Ms. Charu Sarin Arora**, Assistant Professor in the Department of Commerce, at Jesus and Mary College. The technical session 10 formally began with the eloquent and stimulating speech by Dr. Rishika Nayyar, who reflected on how the digital marketing field is growing at an accelerating pace. With digital penetration across all avenues of business, she expressed the urgency to adopt digitalisation as a part of every business model in order to adapt the changing global scenario. She raised Data Privacy and Digital Divide as the two of the biggest problems which are being confronted by the world with the exponential use of digital methods. The opening remarks were followed by the three paper presentations. **Ms. Jyoti**

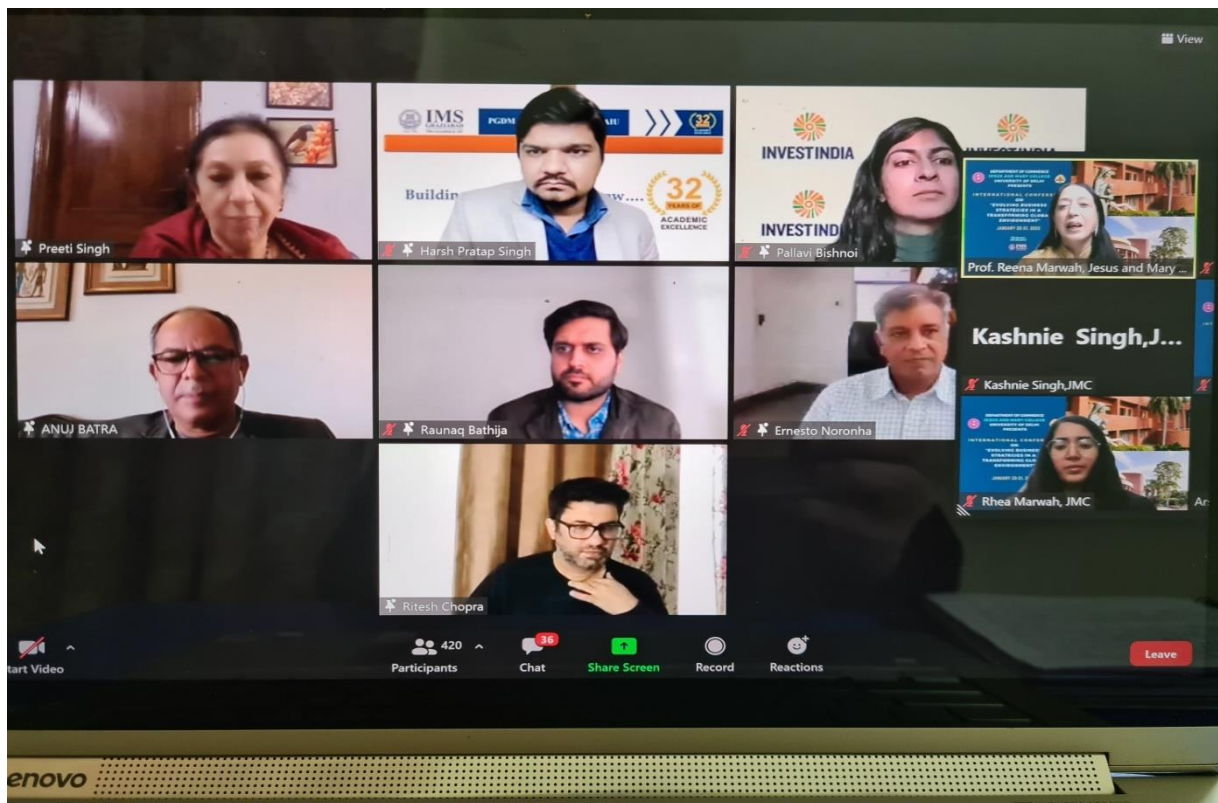
Kukreja, Assistant Professor at JIMS, Kalkaji, New Delhi, through her exploratory research, **‘Bricks vs. Clicks: Changing Landscapes of Digital Entrepreneurship’** pressed on both the challenges and advantages of entrepreneurship in the digital days and how Generation Z is different from the previous generations. Where the previous generations preferred to hide information, Generation Z prefers to explore and explode information. Her findings suggested non-traditional jobs such as Vlogging, DIYs have gained popularity, and online modes of entrepreneurship were voted as the most cost-effective models of business. The second paper titled, **‘Mobile Advertising and Attitudes of Consumers: A Bibliometric Analysis’** was presented by **Mr. Satyam**, PhD Scholar, Panjab University, Chandigarh. The purpose of the study was to identify the most prolific and influential authors in the field of study. Research methodology included bibliometric analysis, research, database, VOS software. The presentation undertook different methods of analysis namely co-citation, journals, bibliographic coupling, co-authorship networking, and co-occurrence network and the contribution of different authors in these fields. In conclusion, authors who contributed the most through the analysis methods were cited, and limitations of the study were also stated. The last paper, **‘The Interplay of Brand Management Strategy and Brand Equity: A Case from the Luxury Hospitality Industry’** was presented by **Dr. Anshi Goel**, Assistant Professor, Jesus and Mary College **Shambhavi Yadav**, and **Ria Malik**, students of JMC. The paper adopted the case study approach where researchers examined the interrelation between brand management and brand equity by studying Marriott International. The study concluded that Marriott International is primarily dependent on regular customers and through its production of high-end luxury hospitality services; it successfully maintains positive brand perception, thereby increasing its brand equity over time. Followed by all the paper presentations, the discussant, **Dr. Pavitra Bhardwaj**, Assistant Professor, Jesus and Mary College did complete justice to her role with her in-depth observations and suggestions to the participants. Dr. Ameeta Motwani congratulated and praised the impeccable research of the presenters, after which, an interesting Q&A round was conducted.

Plenary Session 2

Workplace of the future: Advantage India







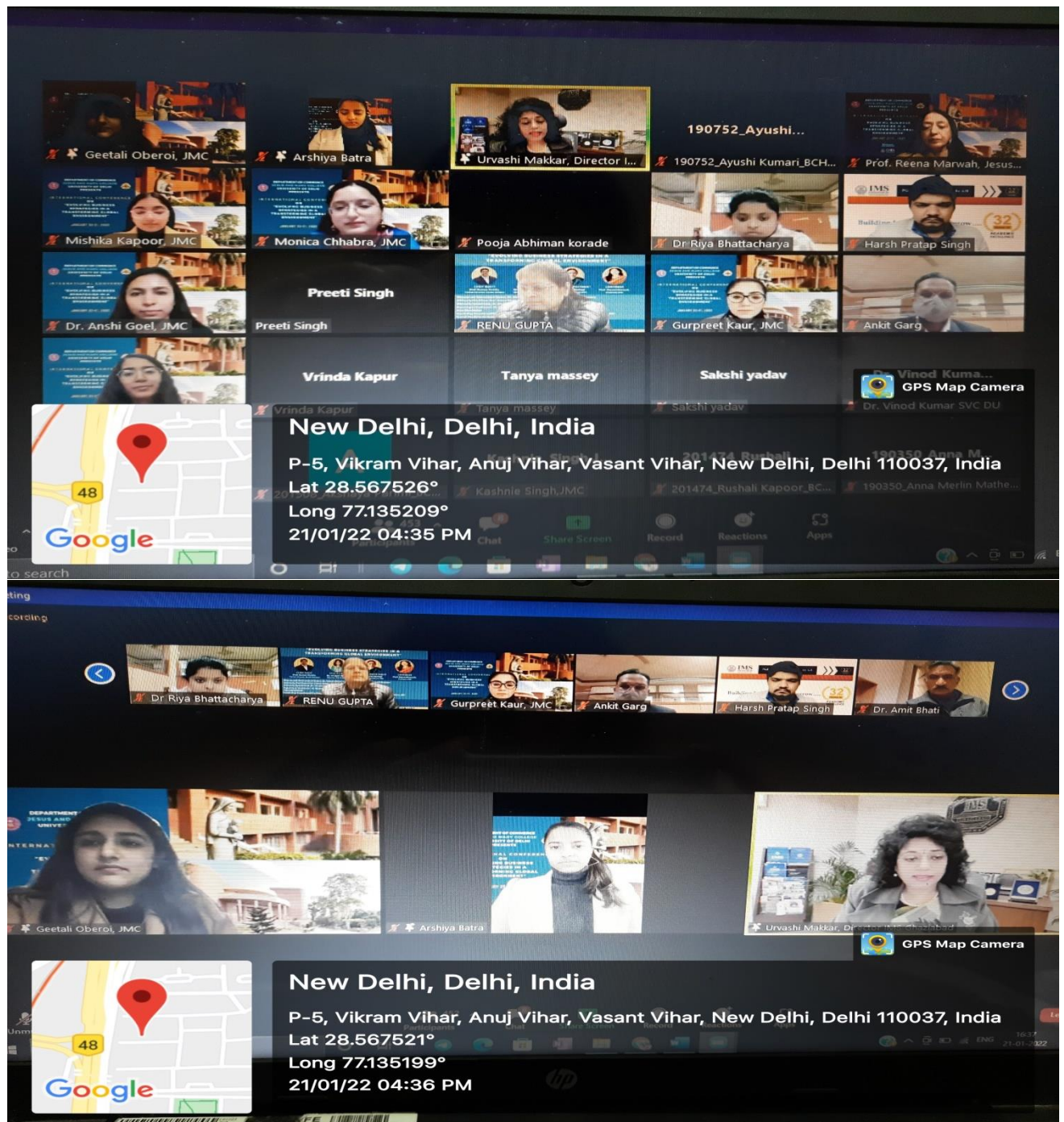
"It is the province of knowledge to speak and it is the privilege of wisdom to listen." — Oliver Wendell Holmes

The Department of Commerce, Jesus and Mary College making most of the occasion took the opportunity to organize a Plenary Session themed, **‘Workplace of the future: Advantage India’**. The Department had the opportunity to host experts with profound knowledge in the areas of Entrepreneurship, Gig Economy, Demographic dividends, and Digitalisation. The speakers included **Ms. Pallavi Bishnoi**, Senior AVP, Invest India; **Prof. Ernesto Noronha**, Professor, IIM Ahmedabad; Section Editor, Journal of Business Ethics; **Mr. Anuj Batra**, Co-founder Andromeida, Ex-CEO Birla; **Mr. Ritesh Chopra**, Partner- Chief Operating Officer, KPMG Global Services Pvt Ltd. and **Mr. Raunaq Bhatija**, Head, Digital and Social Media Marketing, Tata Communication. The Panel sought to address questions such as opportunities in the Gig Economy, skills required by students to equip themselves to adapt to the new work practices, opportunities emerging from the Government’s Skill India Mission, and why one should consider India to build their career etc. The session was Chaired by **Dr. Preeti Singh, Professor (Retd)**, Jagannath International Management School, Kalkaji, and Co-Chaired by **Dr. Harsh Pratap Singh**, Associate Professor (Finance), IMS Ghaziabad.

Dr. Preeti Singh commenced the session by introducing the panelists and acknowledging the audience. She then directed her first question to Ms. Pallavi, **"Why should students choose to work in India instead of their dream countries?"** Addressing the question, Ms. Pallavi beautifully illuminated that how countries like the USA and Canada are like settled conglomerates, where there is very minimal scope for ideation and are extremely structured. However, countries like India are similar to startups, where growth opportunities; freedom to choose; and being creative are comparatively higher. Also, she encouraged youngsters to spend their time in India exploring the market, the skills that are in demand, and understanding how ones ideas can make a significant impact on the society. Next up, Dr. Preeti asked Dr. Ernesto

Noronha to comment on the **Utilization of the Demographic dividend by India**. Prof. Noronha stated that the young population, which comprises more than 65 percent of the population of India, yield a higher economic growth (a demographic dividend) when they join the workforce. However, in India, there currently lies a mismatch between the skills required and those that are available, which is severely impacting the employability rate of even the educated ones. He stated that, *'the demographic dividend is no dividend at all if it cannot be attained with the resources that are available'*. Following this, Prof. Singh directed her next question to Mr. Anuj Batra **"When should a student start their Entrepreneurial journey in college? And how should they utilize the resources provided?"** According to Mr. Batra, college is the best time to garner knowledge and start ones entrepreneurial journey. A student should not shy away from using the 'student tag' in order to get the right mentorship and help from their faculty, alumni and even competitors. They should take up internships to gain more knowledge and find their interests. Incubators at college level should also be set up to motivate students and their entrepreneurial spirits. The next question was aimed at Mr. Raunaq Bhatia. The moderator asked Mr. Bhatia to elucidate the Gig Economy and the opportunities it provides. Mr. Raunaq illustrated that the cost of failure increases, as one grows older. The Indian economy is primarily skill based and the best way to acquire those relevant skills is to work on the ground level. The Gig economy provides an equal platform for all skilled people irrespective of their age, work experience, and financial capabilities. Thus, it presents a massive opportunity to the young workforce to start their entrepreneurial journey. The Chair then asked Mr. Ritesh to speak on the Hybrid mode of working. Mr. Ritesh stated that people get to acquire new and relevant skills in the work from home model. However, one has to fight for the digital eye balls in the hybrid model. While commenting on the four day work policy in some countries, he said that companies today stress more on the quality of work than the number of hours spent. It also helps people to focus on other aspects of their lives during the rest of the week. Another important topic the panellists pondered upon was the important skills that would be relevant in a 10 year time frame. While Ms. Pallavi claimed that sales and knowledge about technology & global trends are going to take up the top positions in the list of important skills, Mr. Raunaq and Mr. Anuj drew the attention to soft skills such as empathy, agility, and adaptability in today's dynamic environment. The session was concluded with the Q&A round, wherein the speakers patiently quenched the curiosities of the young minds. The Plenary session received a stupendous response and was a huge success.

Valedictory Session



Zoom Meeting

Recording

RENU GUPTA Prof. Reena Marwah, ... Ankit Garg Harsh Pratap Singh Dr. Amit Bhati Rohit Mahajan

Geetali Oberoi, JMC Arshiya Batra sumankundu GPS Map Camera

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Participants Chat Share Screen Record Reactions Apps

Satakshi Agarwal Ashish Pandey IMS. TRISHA CHOWD... Dr. Smriti Mathur Sushmita Waraich Dr. Shikha Dubey

Geetali Oberoi, JMC Arshiya Batra RENU GUPTA

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"Great is the art of beginning, but greater is the art of ending."

- Henry Wadsworth Longfellow

The International Conference, 2022 was a huge spectacle that witnessed the participation of delegates from over ten countries. It included ten technical sessions and two plenary sessions. After receiving such an overwhelming response from over 500 attendees, the Department of Commerce concluded the two day event with the Valedictory Session. **Ms. Geetali Oberoi**, the student president of the department and **Ms. Arshia Batra**, the student secretary, proceeded the session extending a warm welcome to **Ms. Urvashi Makkar**, Director, IMS Ghaziabad to address the gathering. Ms. Makkar thanked the hosts and elaborated on the importance of 'learning agility' and how it can become an imperative part of 'leading-potential' in today's youth. She communicated how evolving as per the requirements of the volatile environment is the key to success. She concluded by congratulating the team for organizing the conference and commended their dexterity. Chief Guest, **Prof Suman Kundu**, Former Director, South Campus,

thanked the Department of Commerce for organizing the conference so efficiently. Prof Suman Kundu reiterated the key-words that the conference included and explained how the conference has helped in bringing together a big community. Addressing all the guests, **Dr. Renu Gupta** presented the brief report of the conference, where she stated all the events and sessions that had occurred during the conference.

With the aim to encourage innovation and entrepreneurship, **Aeon, the Incubation Centre of Jesus and Mary College** organized a **Start-up competition Yojna**, which was held on 19th January 2022, as a curtain raiser event for the conference. The competition got 120 entries out of which 9 ideas were selected for the final round. The competition was judged by the start-up experts, **Mr. Visham Sikand**, Founder at Goals101, Harvard Business School Alum and **Mr. Sandeep Gandra**, 2nd Degree Connection2nd, Founder and CEO, tingting and also launched MVP in No-Code. JIMS Kalkaji sponsored the prizes for the three winners of the event. We were also honoured by the presence of **Dr. Ashok Sharma** and **Dr. Satish Seth** from JIMS, Kalkaji. Dr. Satish Seth highlighted how entrepreneurship has achieved popularity, not just among the youngsters but from the economic growth perspective as well. Dr. Satish Seth, JIMS Kalkaji was requested to do the honour of prize announcement. **Team-Bliscare**, grabbed the **first position** and cash prize of ₹ 5000 with their brilliant idea, **Edutech Start-up** plan that aims to provide affordable digital classroom solutions for visually impaired individuals. **Mr. Adarsh Bansal** became the **first runner up** and won a cash prize of ₹ 3000 for pitching his idea- **Chimini**, a small size, portable and affordable Chimini. The **second runner up Team-Ecosol** won the cash prize of ₹ 2000 for their idea, **solar tracking system**. Mr. Sandeep Gandra commended all the participants for their ideas and encouraged to implement them. He suggested that, **‘the more you implement, the more you learn’**. Mr. Visham Sikand congratulated all the presenters for their mind-boggling ideas and wished them all the luck to be the future entrepreneurs.

Prof. Reena Marwah shared the progress towards the outcome of the conference. **Dr. Savita Rastogi**, Head of the Department expressed her heartfelt gratitude to all the paper presenters and attendees for being a part of the conference and elucidated how conference has served as the ingenious source for the future entrepreneurs. With this the two-day International Conference came to its successful end.



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